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ABSTRACT

The developing role of the library as a center for cultural activity was the principal subject of discussion at the sixth Anglo-Scandinavian Library Conference. Aspects of this growing function which were treated in participants' papers included: the spectrum of activities which is encompassed by the word "cultural"; the library's role in co-ordinating cultural programs with related institutions in a region or locality; the public contact activities necessitated by the expansion of the library's traditional responsibilities and the importance of preserving the rightful place of the book and book-related activities as the focal point of new library programs. Other papers presented at the conference covered the topics of automation in British libraries and the future of the Anglo-Scandinavian Library Conferences. A narrative report of the post-conference study tour and a list of conference delegates are included. (JN)

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SIXTH
ANGLO-SCANDINAVIAN
PUBLIC LIBRARY CONFERENCE
ON
PUBLIC LIBRARIES AS CULTURAL CENTRES

KOLI, FINLAND
19th - 23rd August, 1970

Edited by
Marja-Leena Rautalin
Finnish Library Association

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CONTENTS

	PAGE NOS.
Foreword	1
List of Delegates	3
Conference Programme	10
Papers	
Introductory Address by the Conference Leader Mrs. Eila Wirla	12
"Public Libraries as Cultural Centres" by Mrs. Ingerlise Koefoed (Denmark)	15
"Library as Cultural Centre in Collaboration with Other Cultural Institutions" by Mr. Thord Plaenge Jacobson (Sweden)	29
"Contact and Information Activities in Public Libraries" by Mr. Helge Terland (Norway)	42
"Automation in British Libraries" by Mr. H.K.G. Bearman (Great Britain)	59
"Three Cheers for the Book" by Mr. F.W. Jessup (Great Britain)	70
"The Future of the Anglo-Scandinavian Public Library Conferences" by Mr. Tore Nordström (Sweden)	82
Supplement	
Participants of the Study Tour	89
Report of the Study Tour by Miss Jean H. Paterson Mr. Roy D. Rates.	90

F O R E W O R D

by

Bengt Hjelmqvist

Former Head of the Public
Libraries Section, National
Board of Education, Stockholm

The sixth Anglo-Scandinavian Conference followed in its outline the pattern of its five predecessors, but its framework was different. The Swedish coast landscape at Tylösand, the smiling Danish nature around Hindsgavl, the Norwegian Alps at Sjusjøen, the wing-strokes of history over York and Cambridge were succeeded by dark forests, glittering water and mile-broad views of that beatiful country we Swedes are used to talk about as the country of the thousand lakes. All who attended the conference will never forget the sight of the Pielinen lake, never forget our Finnish colleagues and the hospitality they showed us. Personally I did not take part in the study trip after the conference but I have heard enthusiastic reports about Finnish architecture and Finnish meals.

Has the conference idea outgrown itself? Some of the participants at Koli thought so, if one may judge from reports in some of the Scandinavian library journals. They had apparently expected something else and were disappointed when their expecta-

tions were not fulfilled. They were missing colleagues from other parts of the world and people from other sections of society. I think we all agree that we as librarians need dialogues over the frontiers, over the borders, geographical as well as society borders. We have to cross not only those borders which are easy to cross for a librarian in our part of the world: e.g. the borders within the Scandinavian countries and between the Scandinavian countries and the Anglo-Saxon library world, where our libraries have their origin, but we need a dialogue also with the eastern world, with the Roman-Catholic countries, with the developing nations. And it is more and more important to us to cross the boundaries to other parts of the society where we live to implant and assert the role of libraries. But these indisputable facts may not prevent us from dealing also with more immediate things.

In my opinion it is important in 1970 just as well as in 1953 to deepen the contacts within the Anglo-Scandinavian library block, between libarians with the same fundamental view of library objects. It is useful to find out where we stand, and the best way to do it is to take up dialogues with our friends on the other side of the frontiers.

It is quite a different matter that the conference layout may need a refreshing. Tore Nordström made many sensible suggestions in his paper on the third day of the conference. I think he was right in his judgement. It ought to be possible to make the conferences more effective. But I do hope that it will not become so efficient that the idea of friendship and dialogue will be thrown away. Personally I am convinced that the talks outside the agenda always will represent the real gain of a conference like the Anglo-Scandinavian ones. They did at Koli.

List of Delegates

Denmark

Mr. Erik Allerslev Jensen (Leader)	Director, State Library Bureau, Copenhagen
Mr. Bent W. Andersen	Chief Librarian, Taastrup
Mrs. Jytte Bjerre	Librarian, Central Library, Aalborg
Mrs. Aase Bredsdorff	Library Inspector, State Library Bureau, Copenhagen
Mrs. Susanne Bøggild	Librarian, Copenhagen, City Libraries
Mr. Flemming Christiansen	Chief Librarian, Vallensbaek Public Library, Albertslund
Mr. Jørgen Bro Glistrup	Chief Librarian, Frederikssund Public Library
Mrs. Ingerlise Koefoed	Editor of "Bogens Verden", Copenhagen
Mr. Per Nyeng	Editor of "Bibliotek 70", Copenhagen
Mr. Helge Stenkilde	City Librarian, Gentofte Public Library
Mr. Ernst Tursø	Chief Librarian, Fredensborg Public Library

Norway

Mrs. Else Granheim (Leader)	Library Adviser, The Library Office of the Ministry of Education
Mr. Magne Hauge	Chief Librarian, Drammen Public Library
Miss Margot J. Jacobsen	Chief Librarian, Halden Public Library
Miss Berit Lund	Lecturer, The State Library School, Oslo
Miss Lillian Nilssen	Chief Librarian, Telemark County Library, Ulefoss
Mrs. Siri Terjesen	Deputy Librarian, Porsgrunn Public Libraries, Porsgrunn
Mr. Helge Terland	Deputy Librarian, The Deichman Library, Oslo
Mrs. Ingrid Terland	Head, Norwegian TV's Film & Picture Archives, Oslo
Mrs. Kirsten Berg Welhaven	Branch Librarian, Baerum Public Library

Sweden

Miss Solveig Almgren	Librarian, Swedish Sailor´s Library, Gothenburg
Mr. Lars Andersson	Assistant Chief Librarian, Örebro Public Library

Mr. Boris Beltzikoff	City Librarian, Nacka Public Library
Mr. Ulf Dittmer (Leader)	Head of the Library Department, National Board of Schools, Stockholm
Mr. Olle Hallberg	Assistant City Librarian, Norrköping Public Library
Mr. Rolf Hemlin	Librarian, Lycksele Public Library
Mr. Bengt Hjelmqvist	Former Head of the Public Libraries Section, National Board of Education, Stockholm
Mrs. Anna-Lena Höglund	Assistant City Librarian, Järfälla Public Library, Jakobsberg
Mr. Bengt Järbe	City Librarian, Sundbyberg Public Library
Mr. Tore Nordström	City Librarian, Örnsköldsvik Public Library
Mrs. Lisbeth Ochsner	Assistant Librarian, Visby Public Library
Miss Eva Persson	Library Inspector, National Board of Schools, Stockholm
Mr. Sigurd Petri	Librarian, City Libraries, Stockholm

Mr. Thord Plaenge Jacobson	Head of the Library School, Solna
Mr. Kalle Sterner	Librarian, Alvesta Public Library

United Kingdom

Miss Alice K. Baird	Librarian, Carnegie Library, Coatbridge
Mr. H.K.G. Bearman	County Librarian, West Sussex
Mr. James Brindle	County Librarian, Fife, Scotland
Mr. E.T. Bryant	Librarian, Public Library, Widnes, Lancs.
Mr. A.G. Curwen	Lecturer, College of Librarianship, Aberystwyth, Wales
Mr. Jack Dove	Borough Librarian, Public Library, Hove
Mr. K.C. Harrison (Leader)	City Librarian, Westminster City Libraries, London
Mr. C.M. Hartley	Librarian, Surbiton, Surrey
Mr. D.D. Haslam	Deputy Secretary, The Library Association, London
Mr. P. Hepworth	Librarian, Norwich
Miss. Jean H. Paterson	Librarian, Central Library, Solihull

Miss Lorna Paulin	Librarian, County Library, Hertford
Mr. Roy D. Rates	Librarian, Bromley, Kent
Mr. E.H. Roberts	Librarian, Lincoln
Mr. John Roe	Lecturer, College of Librarianship, Aberystwyth, Wales
Miss Sheila Wilson	Librarian, London

Finland

Mrs. Ritva Ahvenainen	Assistant Chief Librarian, Public Library, Jyväskylä
Miss Martina Aminoff	Assistant Librarian, Helsinki City Library
Mrs. Barbro Boldt	Library Inspector, National Board of Schools, Helsinki
Miss Elna Elonheimo	Chief Librarian, Central Regional Library, Vaasa
Mrs. Carita Hummelstedt	Assistant Chief Librarian, Central Regional Library, Turku
Mrs. Ilmi Järvelin	Chief Librarian, Central Regional Library, Joensuu
Mrs. Hilkka M. Kauppi	Secretary, Finnish Library Association, Helsinki
Miss Mirjam Nyberg	Head of the Hospital Library Department, Helsinki City Library

Miss Ritva Piispanen	Chief Librarian, Public Library, Lahti
Mrs. Anneli Putkonen	Assistant Librarian, Public Library, Espoo
Miss Marja-Leena Rautalin	Student Librarian, Helsinki City Library
Mrs. Eila Wirla (Leader)	Assistant Chief Librarian, Helsinki City Library

List of Observers

Belgium

Mr. Jos Torfs	Chief Librarian, Mechelen Public Library, Mechelen

Great Britain

Mr. F.W. Jessup	Secretary, Delegacy for Extra-Mural Studies, University of Oxford

Iceland

Mr. Olafur F. Hjartar	Librarian, The National Library, Reykjavik

Netherlands

Dr. Margreet Wijnstroom	Secretary General, Central Association for Public Libraries, The Hague

United States of America

Mr. Joel R. Siegfried	Librarian, Queens Borough Public Library Jamaica, N.Y.

Western Germany

Mr. Johannes Kinmayer	Chief Librarian, Pforzheim City Library, Pforzheim

Conference Secretariat

Mrs. Hilkka M. Kauppi	Secretary, The Finnish Library Association
Miss Marja-Leena Rautalin	Administrative Assistant Secretary

Conference Programme

Thursday, 20th August 1970

Chairman: Mr. Bengt Hjelmqvist

9.30	Introductory Address by the Conference Leader, Mrs. Eila Wirla, Assistant Chief Librarian, Helsinki City Library
9.45	Public Libraries as Cultural Centres. By Mrs. Ingerlise Koefoed, Editor, Bongens Verden, Copenhagen
11.00-11.45	Library as Cultural Centre in Collaboration with Other Cultural Institutions. By Mr. Thord Plaenge Jacobson, Rector of the Library School, Solna
12.30-14.00	Lunch
14.00-16.00	Discussion Group meetings
16.00	Break for Tea
17.30-	General Session to reports of the Discussion Groups
19.00	Dinner

Friday, 21st August 1970

Chairman: Mr. K.C. Harrison

9.15-10.00	Contact and Information Activities in Public Libraries. By Mr. Helge Terland, Deputy Librarian, The Deichman Library, Oslo
	Break for Coffee
10.30-12.00	Discussion Group meetings
12.00-14.00	Lunch

14.00-15.00	General Session to receive reports of the Discussion Groups
	Break for Tea
16.15-17.00	Automation in British Libraries. By Mr. H.K.G. Bearman, County Librarian of West Sussex
17.00-18.30	Discussion Group meetings
19.00	Dinner

Saturday, 22nd August 1970

Chairman: Mr. Erik Allerslev Jensen

9.15-10.15	General Session to receive reports of the Discussion Groups
	Break for Coffee
10.45-11.30	Three Cheers for the Book! By Mr. F.W. Jessup, Secretary, Delegacy for Extra-Mural Studies, University of Oxford
12.00-14.00	Lunch
14.00	The Future of the Anglo-Scandinavian Public Library Conferences. By Mr. Tore Nordström, City Librarian, Örnsköldsvik Public Library.
	Please note! The speech is open for spontaneous participation from representatives of Denmark, Great Britain, Norway, Sweden and Finland
20.00	Dinner and Farewell Party

Sunday, 23rd August 1970

9.30	Dispersal of Conference. Delegates who are going on the Study Tour should be ready to board the coach at 10.00.

Introductory Address by the Conference Leader,
Mrs. Eila Wirla, Assistant Chief Librarian, Helsinki
City Library

Dear Colleagues,

For the first time we face the difficult task of having an Anglo-Scandinavian conference in our country. This is indeed a difficult task, as after each previous conference I have met with enthusiastic participants who once and for all have declared "their" conference to have been far and away the best one.

We have the pleasure and honour to see among us Mr. Bengt Hjelmqvist, one of the two initiators of this Anglo-Scandinavian collaboration. Besides, there are among us several others who have attended many previous meetings. On the other hand there are those who now attend an Anglo-Scandinavian conference for the first time. For their sake I wish to give a brief summary of the origin of the conferences, and of the experience gained from them.

Seventeen years ago Mr. Lionel McColvin and Mr. Bengt Hjelmqvist arranged the first conference at Tylösand in Sweden. The initiators thought - that as Mr. McColvin put it - "the conference will offer a fine and enjoyable opportunity for the interchange of views and the building up of new friendships between our countires". This has been the basic idea underlying all the conferences, that of York in 1958 as well as that of Hindsgavl in 1961, that of Sjusjøen in 1964 as well as that of Cambridge in 1967. What then has been dealt with? County library system, Library work with children, State assistance, the Future development of public library services, Public library buildings, Rationalization, Library extension activities, Public libraries in an age of mass communication.

I refer to Mr. Roy Rates excellent article on the Anglo-Scandinavian conferences included in "Libraries for the people",a book published in honour of Lionel McColvin.

When reference is made to Anglo-Scandinavian collaboration Mr. Erik Allerslev-Jensen´s outstanding achievement - Scandinavian Public Library Quarterly - should not be forgotten. I can hardly be altogether wrong when I assume that, at least to some extent, this periodical emanates from the spirit of the Anglo-Scandinavian conferences.

Our present theme will be "Libraries as cultural centres". In this connection I cannot help quoting Bengt Hjelmqvist in a paper on the library´s cultural functions read at the Swedish Library Association´s annual meeting in 1969. "The library has all the facilities for forming the central institution of a cultural centre. ... In the future, too, there will be a need for an institution able to collect and distribute material for information in order to advance human communication."

It is a fact that libraries as cultural centres have not yet become as common as is sometimes thought. During this conference we shall consider various ways and means to achieve this aim. The question of automation is also included in the programme. Probably we may take it for granted that the more we are able to make use of mechanical aids the more time there will be left for cultural functions.

The last session of the programme is to be devoted to the future of the Anglo-Scandinavian conferences - a topic discussed already at Hindsgavl in 1961. No doubt it is particularly important for us to hear the views held by the young generation of librarians as the future of these conferences will be in their hands. What is there to be wished for, what could be done better with regard to both content and practical arrangements?

The working committee hopes that all discussions about the basic questions of librarianship will be conducted in an atmosphere of friendly interchange of ideas. Let´s remember Mr. Hjelmqvist´s words when welcoming participants to Tylösand in 1953: "that the conference should devote itself not to finding solutions but to the interchange of ideas on a background of friendship".

Finally, I cannot help quoting Mr. Anders Andreassen from his opening at Sjusjøen in 1964 as his words are so relevant to the objectives of this Koli conference too: "the conference theme is a subject which we cannot expect to discuss in all its bearings during such a short conference. But we hope that both our discussions and social gathering will stimulate all of us to make a good job, perhaps better than before, wherever we work". The working committee of this Koli conference hopes that each and every one will contribute to the succes of the conference. We bid you welcome to the sixth Anglo-Scandinavian conference.

PUBLIC LIBRARIES AS CULTURAL CENTRES

By Mrs. Ingerlise Koefoed

Mr. Chairman, ladies and gentlemen

First of all I wish to thank the organizers of the Anglo-Scandinavian conference for the honour in allowing me to speak on this occassion. Furthermore, I would like to say that although my ideas on the functioning of public libraries as cultural centres have been inspired by what I have seen in other countries, my practical experience of the subject originates from my knowledge of Danish public libraries. My lecture will therefore often refer to Danish conditions.

Knowing of course that adult education services, cooperation between public libraries and e.g. the open universities administrations and the planners of programs in television a.s.o., the information service and that sort of things all are trends and important trends in the cultural service of todays public library, I have all the same made up my mind not to say anything about these things, as I want to concentrate on one new aspect of the work of the public library: the cultural arrangements, and how they can find their place in the library pattern, and why they ought to live happily there.

In a paper called A Cultural Political Report which the Danish Minister of Culture published 1½ years ago the definition of the word "culture" is not included. Perhaps one can guess it, if one looks at the contents of the paper, i.e. theatre, museums, libraries, music, education of cultural workers and artists, and support to creative art. Some years ago in Denmark the word culture was more or less identified with art, and the aim of cultural politics was therefore to support the growth and distribution of art. This produced a certain amount of

annoyance with the people, who felt that they and their friends also possessed a kind of culture, even if they were not interested in refined and established art. During the last few years lengthy and embittered discussions about art and culture were held in Denmark with the result that the concept "culture" has been widened. Speaking about culture one does not mean art, but dares to define culture as "a possibility for spiritual expansion and development, personal concentration and renewal". It is obvious, that the individual can grow and develop alone, but even so I would say, that an active cultural concept is also connected with development, life and working together with others.

If this definition is accepted, cultural politics must be the official aim of making people as many good offers as possible for development and growth, absorbtion and renewal, and cultural centres are places where people in a community can develop, have human experiences etc.

Cultural politics can use the concept cultural centre as one of the expressions to achieve its aims, but only as a single aspect of the pattern of cultural politics, which ought to start in creches, nurseries and schools.

We like to believe that we are all socially equal in the welfare state, and it is fashionable to say that people with equal social rights ought to have the same cultural opportunities. It would be more modest to say that everybody ought to be given opportunities for cultural activities and cultural experiences of different kinds, but that one realizes that as long as social equality does not exist, only a certain part of the population is able to make use of the official offers of culture and that active social politics, better opportunities for education and a general widening of democracy to go hand in hand with cultural political activities. But we may perhaps be sufficiently optimistic to believe that unless we go

bankrupt, are hit by an atomic bomb or die of pollution, society will undergo so many changes in the next few years, that there will be a greater demand for cultural experiences and better possibilities for the acceptance and utilization of cultural opportunities.

Rationalization and technicalization will change the situation of the workers, perhaps giving more freedom to the individual to develop himself and choose his own ways of living. Many more people will enjoy more free time and a far greater part of our existence will become completely "free", because people live longer and it will perhaps be possible to keep them spiritually alive much longer than now. Urbanization will result in a still greater conglomeration of people in towns, thus reaching a greater number with cultural offers, the demand for which is biggest in towns, where community life is less active than in the country in spite of this conglomeration. These factors can form a basis for better utilization of cultural politics, but the most important thing is the educational situation: school-leaving age at 16-18 will create a better foundation for the appreciation of cultural values and much greater curiosity and openmindedness than is possible for young people who are working in a factory from the age of 14 and maybe the rest of their lives. At the same time it will happen that the basic education will not be any more sufficient, people will continually need further education, possibly re-education, and it may look as if there will never be time for anything else but education - I believe in the opposite, because some experiments have shown, that the best educated people are the ones who are also most interested in culture - I am saying this bearing in mind the exception of biggoted scientists and all kind of one-sided specialization.

These are some of the changes one can visualize, which in one way or another will influence the attitude towards culture and cultural politics. Added to this will be all the things

we can only faintly imagine, such as youth culture and what comes out of it - new societies, the growing democratization we hope for in the working places and new philosophies of life, new moral standards and many other things. Whether cultural institutions and cultural workers will participate themselves in the promotion of different attitudes, whether they will be working for some changes and against others, I cannot decide, but the attitude of the institutions towards innovations will be of consequence in one way or another, irrespective of a passive, reserved and expectant attitude or whether one participates in the events of the moment.

Why ought one to be interested at all in cultural politics? Because otherwise it will become more and more difficult for people to preserve their independent views and their inner freedom. There exists a great deal of specialization in all societies with the result that very few highly educated people can keep their knowledge to themselves and that the philosophy which forms the basis for the man in the street is illusionary or at best too superficial. By active cultural politics one can perhaps force the specialists to pass on their special knowledge to others. One of the conditions for real democracy is amongst others, that everybody is being informed of their background, the time in which they live, and even if cultural politics appear in different guises, it is its most essential aim to make people more conscious of themselves and their own time. The public library is certainly not the only place where this can be done, but is is one of the places, where cultural politics can make an impact on many people.

The idea of the public library as a cultural centre is not new in Denmark. Especially in the 60s, the subject has been discussed amongst librarians and people outside the libraries. This can be due to many things, such as the cultural centre idea in other countries, the development of libraries in other

countries and the ordinary feeling for a demand of new cultural politics. Furthermore, to the fact, that it is today a public matter to place money and buildings at the disposal of bodies for cultural activities.

In the Eastern European countries, cultural centres have been a feature of daily life for a long time. Although they also had a political aim, they strove to give the individual citizen the opportunity for development and activity, and in Western Europe, America and England many types of cultural centres have been created, aiming to further public information, art politics and real entertainment. In Denmark different ideas regarding cultural centres have been discussed especially in the 60s, and in 1966 a ministerial paper was published on cultural centres. The Danish Library director Mr. E. Allerslev Jensen was a member of the Committee, who had worked out the paper, but made a minority decision. One of the reasons was his belief that an act on cultural centres which aims to the establishment of a cultural institution with in many ways, activities identical with those of the public libraries will create uncertainty as to the distribution of cultural tasks in the different municipalities on a field of activity administratively divided, but closely related as far as aims are concerned. He also feared that the realization of a cultural law could prevent realization of the public library act.

In connection with this proposal of cultural centres a Danish newspaper published a funny drawing. Two people stood in front of a new beautiful building saying to one another: "Here we have a cultural centre - now we only need culture". There is something in that remark. It says that it seems rather silly to build new places for cultural activities, if there already exist cultural institutions can be found sometimes inside museums, sometimes in schools and folkhighschools, sometimes within the theatre. In Denmark there is one place in all municipalities, the public library, established in accordance

with the library act of 1964 as a compulsory institution everywhere, and which the state is obliged to support in any case up to now, in all its activities. Of course we have many small libraries in many places, but since the 1st April this year the number of municipalities has been reduced from 1000 to 270. This is bound to result in the establishing of larger and more effective libraries.

The public library act of 1st April 1965 presented the first serious opportunity for the libraries to turn into cultural centres or to coordinate the different facets of the municipalities cultural life. The paragraph dealing with the aim of the act demands from the libraries information, education, and cultural activity, and furthermore requests the libraries by external active initiative to extend their communication with the public and to work for the promotion of independant views and actions of the individual citizen. The act places under certain conditions audio-visual material on the same level with books and many libraries have therefore today collections of gramophone records, slides, some have art collections and many have an extensive exhibition activity. It is debatable whether the act also forms a basis for the many cultural activities taking place in Danish public libraries today, but they take place in any case irrespective of an adherent paragraph in the act or not.

According to an examination made by the state inspectorate of libraries in 1968/69, 4000 hours of fairy-tale telling, 500 theatre performances for children, 500 art exhibitions, 750 musical arrangements, 163 evenings with authors and more than 1000 other cultural arrangements, big and small, were organized at the Danish public libraries. If I could take you on a round-trip in the middle of the winter season you would of course find many libraries only the traditional lending - and reading activities, but you would also find in some of them many other activities. In Fredrikssund you would

find a puppet-show, discussion groups, exhibitions about foreign workers, many arrangements for children, at Bröndbyerne (a suburb) of Copenhagen) you would find a beat-club, a club for children´s theatre performances, evenings with authors, group theatre, at Lyngby, (another suburb) theatre, concerts, exhibitions, ballet, at Gladsaxe (also a suburb) evenings with authors, concerts, exhibitions, children's arrangements, in Slagelse an art cinema, in Randers a cultural centre, where two museums and a library in the same building and together have at their disposal a lecture room, localities for study circles and a cafe. In Aalborg you would see children making Xmas decorations, playing in a puppet-show, in Hjörring you could listen to lectures on music, in Rönne you would see ceramic exhibitions and watch a sculptor teach children to play with clay, in Rödovre (suburb of Copenhagen) you would find exhibitions and concerts and in the children´s library you would meet nursery school teachers playing with little ones etc. etc. - I could continue for a long time, painting a varied and colourful picture for you.

As I said before we have seriously discussed the cultural centre idea in Denmark during the last 10 years. The paper from 1966 was put away in a writing desk drawer, where it has remained since, but the present Minister of Culture has tried in other ways to breathe new life into the debate on culture. He has published a large cultural report, partly a description of cultural institutions, partly a proposal for changes and improvements. He has, inspired by the Midland Art Centre for Young People in Birmingham, started an experimental cultural centre in a suburb of Copenhagen. The Danish library act is under revision and several Committee´s have been appointed, which prepare a revision. One of them is due to, the Minister´s own initiative, a Committee requested to make proposal regarding the position of cultural arrangements within the work of public libraries, including proposals about the nature of tasks to be undertaken by public libraries within the acti-

ties. The work of the Committee must not only include arrangements offered to a merely receptive public, it should also make proposals to which extent an institution could be organized in order to meet the demands for an individual, active and cultural expansion. This last point has of course given the Committee, (which does not only consist of librarians) a certain amount of headache - one is used to seeing children draw, paint and act in the libraries, but it is a little difficult to accept adults beginning to practice their different hobbies inside the library walls. The Committee working on these problems has not yet published a paper, but some of the things I will say now are inspired by the work of the Committee of which I have been a member.

When we wrote the first draft of the paper, a member of the editing department wrote a little unofficial motto saying: "Culture must be accessible to all - equal views on books way of putting it, but it was meant well. "Equal access to culture for all" means that there ought to be able to go there, irrespective of ones age, two years or 90, rich or poor, clever or stupid. Equal views on books and culture does not make sense, as the book is also a part of culture, it only means that people do not necessarily have to occupy themselves with books when coming to a library, that the audio-visual materials and cultural arrangements have their own value which ought not to be considered as PR for books - extension activities were considered as such some years ago. Equal support for culture expresses the demand, that cultural arrangements and activities of the libraries should have the same public support as books and materials.

The library can in my opinion take active part in the cultural work in two ways, partly by taking the initiative, and partly by coordinating and inspiring in its capacity as cultural secretariat.

Like museums and other similar institutions, who throw light on their collections by arranging lectures, film performances etc., the libraries ought to have the opportunity of giving their collections new life through different activities. By taking the long view cultural arrangements in the libraries can be considered arrangements, which supplement the collections of books and other material and, on this basis, arrange, for example, fairy-tale hours, arrangements with writer, concerts - and not only classical concerts - exhibitions - not just art exhibitions - film performance, childrens theatre, experimental theatre, discussion on many different subjects. Regarding the creative occupations, I think that expecially children and young people ought to be offered creative activities in the libraries, because these age groups are happiest in an atmosphere which makes expansion and activity possible. In accordance with an examination at the central library in Esbjerg in 1969, 70 % of the borrowers were under 30 years of age and it seems therefore reasonable to make special allovances for this age group when arranging the programme.

Personnally I hope that the creative activities for adults can be formed as debates and discussions of society, politics, modern music, art literature and other actual topics. I do not believe very much in the idea of the public library as a hobby centre for adults, and I hope that most of the hobbies can be subsided by our new act of adult education. But of course if there in a municipality is a need of some amateur circles and these cannot find place anywhere else, the public library as a service centre for the inhabitants ought to sponsor this activity too.

The activities of the public libraries ought not to stop at traditional arrangements, but the libraries ought to have the opportunity of arranging different activities than the usual ones by taking new initiatives. These initiatives may later on be taken over by e.g. associations or private groups. It

will also be important for the libraries to be able to offer arrangements which are only of interest to a limited number of people, as they do not have to consider the commercial aspect.

The cultural activities of the library ought not to arise out of an urge to enchance the prestige of the institution, the library ought not to compete with other institutions and societies, but ought to supplement, elaborate and activite. This means, for example, that a library ought not to arrange a great number of concerts, if there is an active musical society in the municipality, as by offering the concets free of charge, the library would ruin the activity of the musical society. But it would be alright for the library to co-operate with the musical society, supplementing its programmes by offering for example beat-concerts, if the musical society only offers classical music etc.. It is also feasable, that some associations have ideas which they cannot realize themselves on account of financial or practical difficulties and which the library could actively support, planning and arranging in cooperation with the society on the condition that the arrangement is accessible to the public free of charge.

In 1967 the Danish Library Association published a paper on the possibility of the public library acting as cultural centre. It was proposed amongst other things, that the public library ought to function as cultural secretariat in the municipality. This idea is today very much discussed. The municipal board, dealing with cultural matters, may often need administrative aid, in order to clarify the local demand for municipal, economic support, if it shall have the opportunity of arriving at reasonable priorities and constructive cultural politics for the municipality.

A cultural secretariat attached to the cultural board as an administrative body could put forward proposals for a plan of

cultural support and take care of the Board's daily administrative tasks. In order to support the activities of societies, private associations could use the cultural secretariat as assistance with arrangements of cultural activities and the secretariat will be able to act as coordinator, helping to promote co-operation between different societies, avoiding the coinciding of two arrangements on the same day. They could perhaps publish a monthly bulletin to all members of the municipality with information on cultural activities both at the cultural institution and in the big and small societies. As mentioned before, the public library in Denmark is a compulsory institution in the municipalities, in fact the only compulsory cultural institution, and it would therefore be reasonable to place the secretariat inside the library. It would be considered right for the societies and institutions to meet at least once a year at the secretariat in order to negotiate and to make plans. The public libraries themselves are not meant to make a whole lot of suggestions in future without consulting the local population. The public library ought not to centralize cultural politics, on the contrary, it should, through close contact with private societies and persons ensure that the local demand for activities is being met.

I do not aim at 270 completely identical municipalities with completely identical institutions and activities, I aim at a varied and exciting picture. But it may be difficult for some libraries and municipalities to find the time for thinking of new ideas and putting them into practive. I therefore hope that it will be possible to establish a kind of national secretariat which could make offers to the individual libraries of cultural secretariats of exhibitions, concerts, puppet-shows, group theatre, film performances etc.. The activity of the national secretariat ought not to be considered an experiment ofr the centralization of cultural life, but on offer to supplement the individual activities - exactly in the same way as the activity of the public library is supposed to be supplementing and inspiring and not selfcentred.

As far as I can see from the list of participants at this meeting, there is not one active children's librarian present. I consider this very regrettable as children's librarians are often the ones with the least prejudices and most ideas. Whether this is the reason for their becomming children's librarians or whether we have too many prejudices and too few ideas and therefore some of us here present have ceased working as children's librarians, I cannot say. But I would like to speak a little about children's libraries and cultural activities inspired by a paper, which the Danish Association for children's librarians published a year ago. In this paper called "the children's library of the future", the children's library is described as a place where children can develop ir many different ways, such as play, act, sing and dance, listen to music, see films, draw, paint and play with clay etc. There is a certain discrepancy between this image the children's library and the library for adults as the latter also aims at supporting education and information, not only thinking of culture and entertainment. Children's librarians quietly leave most of the education to the school libraries, taking care themselves of the amusing, entertaining and the so called cultural part.

One can of course ask oneself whether this is right, whether the children's libraries in this way will be solving social problems which do not concern them and whether children's librarians are trained to be entertainers, puppet-show actors and games mistresses? My reply to this question about the social against the cultural is that I cannot draw special borderlines and that there exist of course both nursery schools and play centres, but that there are many children who do not come to the children's institutions, and who ought to have places where they can enjoy each others company, have common experiences in a free and relaxed atmosphere. The children coming to the children's libraries actually present the childrens librarian with a task which cannot simply be brushed

aside by calling it social and not cultural. Perhaps one day there will be open play centres where children can go at their leisure to enjoy themselves - even so I believe that there will be a demand for many different activities in the children's libraries, if they shall continue to exist.

Whether children's librarians ought to be nursery school teachers and games mistresses? Certainly not. If one arranges activities for adults, actors, writers and musicians are called in and the activities are often planned in co-operation with experts from musical societies, art societies etc.. The children's librarians are not trained for.

One problem will just have to be mentioned: the question on the distribution of cultural activities and planning. Some municipality dispose of a large area and a small population with a limited concentration of people. It may prove difficult to make the population of these municipalities an offer of culture. Books, gramophone records and works of art can be driven out in a library bus - but what about evenings with author, concerts and puppet shows? Adults can drive out to the centre themselves - but what about the children? It would be right for the libraries to solve this problem possibly in co-operation with the schools, highschools and private individuals, who can place localities at their disposal for childrens activities, so that the children in the country will not be cheated.

Time passes quickly when talking about cultural centres and as a final remark I should like to speak about the demands made on the public library in order to develop as a cultural centre without loosing touch with its other activities - informative and educational. Much room is needed, much room and the possibility to dispose of localities also outside the library - there is the need of money - although cultural activities are not nearly as costly as one thinks - co-operation

is needed and the knowledge of local conditions, societies, educational institutions, cultural idiosincracies - planning is required of course - openness and tolerance, interest in cultural politics and its connection with general politics. There is much to be considered by those, who would like to see the public library turned into a cultural centre, where all kinds of people can acquire knowledge, information, make experiences and have the opportunity of concentration and understanding themselves and their surroundings. Many demands are made to the libraries and the librarians. Even if we have wonderful libraries with good books, good records, art on the walls and dancing within the library, it won't help unless we have the right type of librarian, well educated and with many other good qualifications.

Allow me therefore, Mr. Chairman to use a quotation from a fairy-tale, I told at the anglo-scandinavian conference i Sjusjöen in 1964. This story has a motto with which I should like to finish this paper: It depends on the personality of the librarian.

LIBRARY AS CULTURAL CENTRE IN COLLABORATION WITH OTHER CULTURAL INSTITUTIONS

By Mr. Thord Plaenge Jacobson

It is always dangerous to discuss phenomena involving the concept of "culture" without declaring in some way one's definition of culture. The danger is hardly less now that "culture" has become a very current word in discussion, as it has during the sixties. During this conference, we shall be talking of "cultural centres". In Sweden, during the sixties, the government has launched a new "cultural policy". At the local authority level, "cultural committees" that is local municipal committees that cover all cultural activities in the area: the library, museum, theatre, music, popular education and perhaps also certain other activities, have entered the picture. These then are some examples of the topicality of the word "culture".

Another concept involving the word "culture" is that of "fine culture" or "high culture". This concept, I think, tends to arise from a lack of clarity in our terms. By "fine culture" we mean phenomena in the aesthetic sectors that are judged by specialists to be in some way "serious". The simpler type of fiction, for instance, is not "fine culture". This tends to isolate the supply of culture from a broad public that has not, for various reasons (environment, educational level etc.) come into contact with "serious" art, but found a stimulus in the "simpler" products. Serious art has a limited public, recruited mainly from the middle classes.

Cultural policy has involved, mainly, attempts to spread fine culture to more and more people. The question of whether this

is desirable, or possible, has been ignored. The situation of this type of culture is adequately reflected, I think, in the sort of term "artistic embellishment", such "embellishes", it is something that you can add - or not add, as the case may be. You have culture precisely because it is "fine" or "posh", not because there is any deeper need for it, not because it offers necessary channels of communication.

There exists at the same time another and contrary tendency, which seeks, above all, experience. Which recognises that an experience of even a "simple" product is of value, and that the experience is in fact the essential thing. The officially recognised work of poetry that leaves the reader unmoved may be of importance enough in itself, but from the reader who gets nothing out of it, it is dead. This tendency involves a wider definition of culture. But I have still kept within the aesthetic sector.

This, however, is not possible, when one is to indicate the particular field or area of culture. Art imparts or can impart knowledge or enlightenment relating to the situation of mankind. But this sort of knowledge is obtained also in many other ways. We know nothing essential of mankind's situation until we know how people live in, for instance, India or South Africa. We know nothing essential of it, unless we know that the technological development now taking place, which offers such great and palpable advantages, involves also risks of hitherto unknown extent. I do not believe that we can limit the concept of culture to the narrow aesthetic field. If we accept such a limitation, culture will become something for a narrow stratum of the population, an élite culture. Culture must cover the entire field of human life. In which case we cannot accept the idea that culture and politics do not go together. We absorve that they cannot in fact be detached from each other, that they are two aspects of the same thing.

With this I have tried to establish my position on what culture is, and this is decisive for my view of the "general" cultural activities pursued by the libraries, the activities that make them or can make them "cultural centres".

I would like to say something about why such activities, in my opinion, belong to the functions of the library. As I see it, this is nothing more than the use of an additional tool to provide knowledge, information, and experience, which has always been a function of the library, a function that has been fulfilled with the help of books, is still being essentially fulfilled in this way, and will continue to be fulfilled with books. But general cultural activities - personal appearances by authors, exhibitions, discussions, musical arrangements etc. etc. - broaden the surfaces of contact, offer opportunities of clarifying, permit greater efficiency, and, finally, help to make the reading public active, for example, in discussions with authors. I would define the aim of such activities in this ways they should cover a wide range of interests, be related to topical social problems, and make their public aware and active.

My task is to discuss collaboration between different cultural institutions in the activities I have just tried to define. I am to illustrate the possibility of such collaboration, drawing on exemples from Sweden. But I would find it unsatisfactory only to do this. I would like also to discuss whether collaboration is something one should strive for - or not.

I will take as my starting-point a statement made in a report recently published in Sweden, namely "A culturally active society", issued by one of the big Swedish unions, the TCO (the Swedish Central Organization of Saleried Employees). The report states: "The situation as regards the distribution of cultural programmes to the local sponsor in characterised at present by an utter absence of considered organization".

This description, unfortunately, is accurate, and it points very definitely to the necessity of co-ordination, if activities are to be meaningful. The activities here in question are programmes distributed by certain national institutions. At the local level, there are many different sponsor who can receive the programmes, or act as middlemen. Here, then, is a problem of collaboration. With things as they are today, there exists something of a competitive situation, which does not make for a meaningful supply of culture.

As I see it, it is necessary to deal with questions of collaboration at the local level, at the regional or county level, and as regards relations between these levels, and between them and the national organizations.

The TCO report outlines a solution. Various current commissions of inquiry relate to the Swedish country councils - which are now setting up Cultural Committees - and also to the county educational associations. It would go beyond the terms of this paper to go into these in any detail. I will simply observe that this problem will be solved, and that the solution will be important to the libraries, but that those representing the libraries must be active in seeing to it that the libraries are assigned adequate duties.

To begin with, I should like to give you a picture of the national organizations in the cultural sector in Sweden. These are the results of the state cultural policy introduced in Sweden during the sixties. The state's experimental activities with national touring concerts started in 1963, and were put on a permanent basis in July 1968 in the form of an organization called Rikskonserter, or Nationwide Concerts. Corresponding experimental activities with travelling exhibition "Riksutställninger" were started in 1965, and these are still continuing. Long before this there had existed a national touring "Riksteatern", and this became during the sixties the only touring theatre in Sweden.

During the first five years, the Division for Young People and Adults at Rikskonserter produced 329 evening concerts. Twelve concerts were arranged in collaboration with the Swedish Federation of Orchestral Associations. Apart from this there were 33 concerts, and 3 "music camps". Nine programmes were produced in collaboration with the Swedish Broadcasting Corporation, the Riksteater and the Writers´centre. School concerts have also been arranged. Some of these programmes have been held in libraries.

"Riksutställninger" arrange exhibitions on an experimental basis, and perform through research. A number of exhibitions have been produced directly for libraries. An exhibition like "The Purchase" containing consumer information is evidence that Riksutställninger work to a definition of culture like that I have outlined. Exhibitions adopting a political position (such as "Happy Time" and "The Rich Mans´s Table") show the same thing.

Riksteatern has produced small-scale programmes that have been shown at prisons, hospitals and other institutions, including libraries.

Another type of organization at the national level is the various "centres" that were created in the sixties. The first of these was the Writers´ Centre, the background to which was that many writers felt themselves to be working without any live contact with society, or with their readers. In the Writers´ Centre, they were concerned to create an organization to which one could turn to engage writers for lectures, readings and discussions. This aim agrees very well with what a number of libraries had been trying to do even previously, when they invited authors to take part in various arrangements. Collaboration between the Writers´ Centre and the libraries therefore seemed extremely natural, and was immediately established. The initiative in the case of the Writers´ Centre

thus did not come from the state, but certain state grants have since been made.

In close succession on the Writers' Centre, other centres have appeared, the Film Centre, the Artists' Centre, the Exhibition's Centre, the Music Centre, the Theatre Centre. These latters are to some extent in opposition to the national organizations previously mentioned. Their activities have to some extent been radically left-Wing.

In the case of all the above organizations, their efforts, taken together, provide a central, to some extent state supply of culture. A certain amount of criticism has been aimed at this state of affairs. Many critics believe that central sources of supply pay insufficient consideration to local needs and desires, and therefore fail in their effect. On the other hand, we can assert categorically that only a central cultural supply will have the resources to produce activities of a high level, so that the question becomes essentially one of bringing about an interplay between the national and local levels, to ensure that the former has a perfectly clear picture of local requirements.

In the case of the libraries, it is reasonable that the central bodies should produce programmes which can be distributed to libraries throughout the country, and provide the skeleton for general cultural activities by the local libraries, in accor - dance with the aims I have previously outlined. The libraries, then, must gather together their current plans and requirements, and reach agreement at an early stage on which projects should be further treated, at talks with the national organizations. Such talks could suitably be arranged via a Libraries Board of the type recently suggested to the Ministry of Education by SAB. In the present situation it could also be a matter for the Libraries Section of the Board of Educations, if this section has sufficient resources. It could also be arranged

in other ways, for example by having a working group of representatives from the libraries and the national organizations concerned.

The problems of distribution that I hinted at in connection with the TCO report will as I suggested be solved when the current commissions have presented their reports. I should like to give you an account of one experiment performed to see if the libraries, in this case the county libraries, were capable of handling such distribution. The experiment was made in the counties of Gävleborgs and Kopparberg. National Touring Exhibitions, Nationwide Concerts, the National Theatre Centre, and the Writers´ Centre arranged a tour called "On easy terms with culture", with the participation of writers, musicians and actors, the county libraries planned the tour, and established contacts with the local libraries, popular education organization, factories, hospitals, homes for the aged etc. where the programme was to be presented. Large-scale public arrangements were made in the evenings at the libraries, the People´s Houses and other places. The experiment was very positively received. We can say that the county libraries, with the knowledge they have of local county districts, are in a good position to make the right contacts, and organize a tour of this kind in an efficient and meaningful way.

Let me now consider the local level. When the central cultural supply has been made to function so that it can provide a suitable framework for activities by the local libraries, the problem remains of getting things properly organized at the places to which a given programme will be distributed. The competitive situation I mentioned above and which can definitely occur, I assume can be dealt with. In many smaller areas, the library is the only institution that has the premises to cope with an arrangement of this type. The important thing then is that the library should actively establish contact with other local organizations, with schools, social institutions, etc.

etc., and provide information on the programme in question, particularly to those categories for whom the programme is specially designed, inviting them to showings of the exhibition, as audiences at discussions, and so on. It is not enough to announce a programme by means of advertisements and hope that people will turn up. Very active recruitment is needed. In practice, collaboration probably functions very well in most cases, in districts of this type. Often, the libraries, and the various local associations will have been collaborating for many years.

In medium-sized towns, and other towns with county libraries, the situation is often different. The tendency to co-ordinate all municipal activities in the cultural sector under a special Cultural Committee reflects a definite need to organize activities properly, and this is assuredly the right approach to these problems. A further factor is that county level institutions, like the county libraries and museums, can themselves function as the producers of different projects, filling out in this way the framework provided by the central organizations.

A local production of this kind naturally offers opportunities for collaboration in a variety of ways. The experience on which I am drawing is from activities run by the city county library in Gävle. This city, with a population of something over 70,000, is fairly typical of medium-sized towns in Sweden, as regards cultural organizations and institutions. It has a well developed educational system. Obviously, the educational associations run activities on a large scale. Apart from its library, the city has three museums, the Gävle Museum which is for arts and crafts, Silvanum which is a forestry museum, and the Railway Museum. It also has a symphony orchestra and a municipal theatre (which it shares with the city of Uppsala). All these are for the library self-evident partners in cultural collaboration, as are various other local administrative bodies, and local industries in the area.

The local library has collaborated above all with the Gävle Museum. The initiative for one joint project, by the way, was taken by the County Education Committee, this was an exhibition in which a whole epoch of Swedish cultural history was illustrated by examples from literature, art, the crafts and music. This exhibition was for pedagogical purpose, and it was shown to schools in the city, and the entire county. Those on the receiving end considered the exhibition to have fulfilled its purpose very well. Collaboration with the museum was of value largely because an institution of this kind possesses as a rule greater resources and greater experience when it comes to exhibition techniques. Another exhibition that I should like to mention, partly because it is the largest joint project to date, partly because the Silvanum forestry museum and a number of local industries took part, was that simply called "PAPER". This gave the historical background, presented the technology of paper-making, and outlined its sphere of use, including such products as paper clothes.

I can also mention another joint project with other municipal bodies and with local industry, namely an exhibition called "MAKING GÄVLE". The purpose of this exhibition was informative in that it was designed to demonstrate planning in various fields - education, commerce, industry and leisure activities. And to show the work of the city planners. As an example of municipal information activities, this exhibition was fairly representative. At the same time, it revealed what resources are needed to follow up a project of this scale. It should be emphasized that collaboration with other administrative bodies must be regarded as just as important and natural as the cultural institutions themselves.

Collaboration with the theatre naturally means above all the assignment of theatre performances to the library premises. Collaboration of this kind is to be found in Gothenburg, where the local library has a permanent stage, on which the City

Theatre gives regular performance, this, however, is an exception. The performances given at libraries have mostly been from the National Theatre Centre (National Touring Theatre) or the new Theatre Centre, and can usually be classified as "group theatre".

The Uppsala and Gävle City Theatre have not had the resources to produce performances over and above its regular productions for the stages in these two cities. Collaboration has taken the form, instead of regular meetings at the library before opening nights. The author, the director, or the actors have talked about the play and the production, the audience has been able to put questions and discuss. It has been asked whether it is necessary to arrange such a meeting at the library, in particular. One argument in favour of this, perhaps, is that the library has the books that can enter the picture in such a context. Naturally, meetings of this kind could be held at the theatre itself - which is always an exciting environment - but in this case the library should take along literature, which can be loaned without any kind of formality.

Similar arrangements can also be made in connection with orchestral activities, with the conductor analyzing different interpretations of the work in question, and illustrating then by gramophone recordings. Here the library is perhaps a more self-evident venue, since it has the aids needed in the form of good AV equipment. That the library is suitable also as a concert hall may not be so obvious. In Gävle, the initiative for performances by the symphony orchestra in the library was taken by its then leader Carl Rune Larsson in the early sixties. The underlying idea was partly to reach new audiences, and perhaps above all to achieve more spontaneous contacts with audiences than is usual in regular concert halls. This effect is actually achieved, and I can perhaps describe it best by saying that one sees children cautiously creeping forward to look at the musicians´ scores during the concert. This may

seem irritating, but the contact with audience is of a such value to the musicians that they have accepted such disturbances. Activities of this kind demonstrate the function the library has to fulfil as a service institution for other cultural institutions.

The sort of experience the library can communicate in this way should not be restricted to music played by a symphony orchestra. The library finds it quite natural to take the initiative also for other musical programmes, including chamber music, folk songs, jazz and pop. To a certain extent, tours arranged by Nationwide Concerts have been utilized in this connection.

The activities that a library should pursue must naturally, in my opinion, follow a clear policy, they should not be a random affair. This is worth saying, in so far as a library has developed activities of this kind to any degree will soon receive a host of offers for exhibitions, concerts and so on. If the library fails to consider how these fits the policy it has adopted for its activities, things can easily become somewhat one-sided.

The library´s policy must naturally aim at satisfying more than just a small minority of its public. This would be the effect, for instance, if musical activities were restricted to symphonic concerts. It is perhaps worth adding that all-roundness can be achieved without compromising with standards in respect of quality.

In this context, one can bring in the concept of a target group. With some of one´s programmes, one is aiming at specific target groups, whether it is teen-agers or old-age pensioners. Or those interested in fishing or hunting. Or housewives, or the newly married. Or people living in a certain street. In fact, all the temporary or more permanent groups that can arise in a community. To reach such a group, it is

not enough with generally phrased publicity presented in the form of advertisements, folders and posters. Here too it is necessary to establish co-operation, in many cases with different associations. Such collaboration is by no means difficult to achieve, but it will not stay alive by itself, it has to be consciously maintained. A more difficult proposition is to reach those who are not members of any association. But they are to-day perhaps an even more important group, with highly justified demands in respect of service from the libraries. In fact, it can be particularly important to give such people an opportunity to be active. It is with the public - whether it is organized in associations or not - that the library must design its programme activities. This is among other things one important aspect of the work of providing the national organizations with a basis on which to plan their activities.

Let me sum up my views of the situation as follows. The libraries should venture beyond their traditional sphere of activities, and supplement the information, knowledge and experience they communicate by books also with other means. This largely because people to-day are accustomed to acquiring all this by new channels. This means that the libraries will come to function as centres of activity, as cultural centres. All current social information will be included, the illustration of political problems and conflicts, etc. etc.. For the libraries to limit their activities to the aesthetic field, would be to limit one's public. It would also be to limit the import of aesthetic activities as such, since these have a communicative function, and since representatives of the aesthetic disciplines have themselves felt the need to communicate concerning the present human condition at large.

The policy of the libraries should also involve recognition of the justification of different forms of aesthetic activity. The decisive factor is always the communication, the experience.

This description should have sufficied to clarify the need for collaboration. Only in exceptional cases, and only in the largest towns, will a library be in a position to acquire the resources to achieve an aim of this kind of its own. Collaboration with the institutions and organizations working in adjacent sectors is necessary. Each institution will then make the contribution that is most adequate in relation to its specific function. When such collaboration has been established, both the authorities and the general public find that a new and stimulating factor has emerged in the life of the community. And this is the best way of obtaining further resources with which to expand activities.

CONTACT AND INFORMATION WORK IN PUBLIC LIBRARIES

By Mr. Helge Terland

To start with I must admit that the title fixed for this paper has given me some qualms, - firstly, because the subject was quite broadly treated at our Sjusjöen conference in 1964, when we discussed library extension activities, - secondly, because the subject overlaps with yesterday's theme of cultural inter-institutional collaboration, - and thirdly, because the frame for this conference, the public library as a cultural center, lends itself more easily to futuristic speculations than to a factual description of the present state of affairs. With all this in mind I have wilfully decided not to feel too bound by the words 'contact and information work', but to speak about what I in a wider and looser sense should prefer to call library relations.

Of course, I am sure we all could agree quite easily upon some definition of what we mean, or should mean, by the term contact work. We know it may change in shape and appearance from place to place and from country to country all according to the climate or the surroundings which we have to overcome or adapt ourselves to. But the contract work of a library does not in its essence differ from that which has to be carried out by any institution that is concerned about its image and feels the need to nurse and heal its public and private relations. Certainly, most kinds of contact work have been thoroughly explored by libraries for many a year, and I should venture to say that its main principles and methods of course must be well known to such an eminent group as ours. There-

fore, I should be very careful not to burden you with any kind of practical advise on how to run your libraries'contact and publicity programmes.

The other part of the term under scrutiny, information work, may seem a little more difficult to analyze, but an effort to sound out its meaning would probably leave us with two quite separate ideas. The one is, indeed, closely connected with contact work, for if we develop any kind of services at all in a public library, we must, to keep those very services alive, give information about them. This is a major task, and the process of doing it in contact work.

The other meaning of the term is the library's function as an information center and that is quite another thing which it is not the object of this conference to discuss. In connection with this paper it should suffice to state that the information center activity just is one of several important activities of a modern library. Surely we have many objectives, and as our discussions here have divined, there seems to be no end to the roles that librarians, if not necessarily society, think that their honourable institutions should play in the future. Traditionally, however, we have concerned ourselves about three other main aspects of library service beside the informational, - namely the educational, the recreational and the cultural. Put together these activities make up the traditional library, they are independent, and, I believe, all equally dependent of effective promotion, good contact work and sound public relations.

If I so far, ladies and gentleman, have left you with the impression that I have suffered some pains at establishing what the subject for this paper really should be, I can assure you that headache brought about by the words 'contact and information work' is very light compared with that of determining what public relations really is. Every writer on that subject

seems to have a definition of his own, and I believe I could easily provide you with some 5 or 6 recognized definitions which have essential divergencies in between them.

The confusion here is widespread and general, and of course, also quite noticeable library circles. You should therefore suffer at some length to hear my expoundings on that strange subject.

However, that there is a confusion, should hardly be surprising to us when we bear in mind how many of the labours we associate with public relations that are by their very nature irrational. And we should also consider that the output or the product of public relations work very often evade any kind of measurement by the usual standards.

In the summary I made quite prematurely of this paper - because it was at that time not yet written - I somewhat maliciously insinuated that the professional public relations people were a most curious race with regard to their mania of defining their job. This they do, of course, in order to get their due recognition. But they certainly seem to have an identity problem larger even than that of public librarians. This is understandable since theirs is such a young profession and since they also have got another serious handicap. The public relations man's image is often considerably blurred by his being mistaken for or identified with another group of people to whom he feels no close affinity and whose claim of relationship he would most likely repudiate. What I am referring to are the archetypes we know so well from films, namely the slogan-infected advertising man and the boisterous press agent. Cronologically they may have been his forerunners, but they have not therefore necessarily fathered the public relations man.

Now, if any of us should happen to run across the public relations director of a larger international firm or industry,

I believe we would meet with a man of great weight and solemnity. Should we happen to think him a somewhat conceited person, a status seeker, the fault most likely is on our side because we do not realize his proper and quite elevated position. The chances are that such a man will be sitting in on the meetings of the board of directors, and either there, or through channels, be largely influential on their policy making and on the formulation of their decisions.

The man such described would, of course, belong to the real tycoons among public relations people, and I should think we would have to operate with an administration the size of New York Public Library before we need to have such patent figures running around. Anyway, the public relations man is still quite difficult to place in the landscape, and this difficulty is reflected also in the public library where we in recent years have got a new collaborator whom we call the <u>contact librarian</u>.

To which degree then should the contact librarian be responsible for the library's public program? - I should like to leave that question partly open as I believe that neither people nor libraries are so much alike that one particular model is valid all over. But with regard to my own library, which is a large one by Scandinavian standards, but which by size just qualifies for INTAMEL membership, you may note with some interest that we have carefully avoided calling our contact librarian anything but that. When her counterpart at the Stockholm public library is referred to as that library's <u>public relations officer</u>, as I have seen done, this to me indicates a more independent, a more responsible and a more elevated office than we have found it advisable to establish, because we do believe that in a public institution such lie primarily with the library chief and ultimately with the library board. This view you would find reflected in the fact that our contact librarian is, figuratively speaking, placed

on the lap of the deputy, whose main duty or responsibility I like to compare with that of a works engineer.

Now you may think that this is a small problem and easy to handle, and if you show a little foresightedness, I agree that it is, but then on the explicit assumption that we have a clear understanding of our public relations terminology and of program direction. Should the public or the library chief be confused on these points, he most likely will run the risk of having the contact librarian sooner or later getting under his skin. The case is, that when we come to the act of putting a publicity or public relations program into effect, the boarder lines decision, direction, execution and responsibility show a tendency to disintegrate, or, at least, to become less distinctive. This is nothing but natural since we have to do with human beings and not only with dusty terms. But here we have come full circle and should finally try to ferret out what public relations really is.

Let us start then with stating that advertising and public relations are separate arts, not only with respect to methods but in essence. Advertising is mass communication. An advertising or publicity campaign must have some access to mass media. But a public relations programmes, on the other hand, can be succesfully carried through without newspapers, posters, radio or displays. Because public relations should primarily build on personal communication. If we should further want to delimit the two activities, we must inquire into their main objectives. Then we could say that publicity (or advertising) should aim at marketing the goods, at selling the library, while public relations activities should mainly aim at the building of better understanding.

As I have previously stated, there are several recognized definitions of public relations - this means that the definition either has been adopted by a public relations association,

a larger industry, or one of the national dictionaries. Besides we have a number of slogan-like catchwords or phrases, such as: - PUBLIC RELATIONS BEGINS AT HOME, - PUBLIC RELATIONS IS 90 % DOING RIGHT AND 10 % TAKING ABOUT IT, - and PUBLIC RELATIONS IS THE PRODUCTION OF A GOOD REPUTATION.

The longest definition I have come across is the one subscribed to by the international public relations association. It runs for mearly half a page so I should not bother you by quoting more than the first line of it, which states that: PUBLIC RELATIONS IS A CONTINUOUS LEADERSHIP FUNCTION.

The best definition, though, may be the one that appeared in the 1950 edition of Webster's dictionary and which has been formulated by the American Public Relations Association: Public relations are the activities of a corporation, union, government or other organization in building and maintaining sound and productive relations with special groups... or with public at large, so as to adapt itself to its environment and interpret itself to society.

In more recent definitions you would find, however, that the fashionable words 'understanding' and 'communication' are being repeatedly used. Personally I prefer the short definition that - library public relations is a systematic activity which aims at creating and retaining good relations between the library and its users, active as well as potential. If you can accept this, we should do well to emphasize the word systematic, because it is the systematic effort which encroaches upon our old ideology of good-will, and which may ultimately transform our amateurish pains into true professionalism.

Now you may justifiably ask if this business of defining is just hairsplitting, and you may maintain that the words we use do not change the reality. But I should counter that by answering that our terms reflect our ideas, and if your terms

are confused, we may rest assured that our ideas are not clear either. Since we live in a time of transition and are under the same forces of change as the rest of society, we should admit the wisdom of having our goals, objectives and priority lists under constant review and vigilance. Therefore it is of the utmost importance that the library is able to restate its rationale in the idiom of the times.

If we do want to sail under a new flag, and we call that new flag cultural centers, it would in my opinion be an error to hoist it nobly to the top of the main mast where we risk that the distance obscures it. We must be very specific about the colours we want to fly and keep so close by that people can read them. In the same way: if we want not only to understand ourselves, but be understood, we should have a carefully worded and written policy. It should be the base on which to build a solid public relations program, it should serve as a guide-line for the board, administration and personnel, and last but not least it should be the scalpel we employ to cut loose the strings of the public purse.

If we do want to have a meaningful library sevice - let it be as a cultural center or not - we must have resources. We need functional buildings, good furniture, longer opening hours, sufficient personnel, tehcnical aids, extension activities. Bu how should we get it? - Through good contact and information work, of course.

However, at this point I should like to remark that librarians must be an odd group of people. We are supposed to be the very specialists on information, but we find it shameful to inform about the value of our own services. Neither do we seem to comprehend that the activity of a community is based on political activity and that politicians therefore are necessary. We either try to unconsciously subdue these facts, or we replace our knowledge with the belief that politics are suspect

and politicians are a kind of people that should be kept at some distance. It goes beyond saying that such an attitude will never contribute to make the library move upward on the community´s long list of priorities. There are many ways to inform, to work on the authorities, to handle the politicians and I do believe the library chief should follow a line of action which is an accord with his own personality, but something we all can do is to have a thoroughly considered concrete policy for our library. And we must employ a method, a line of action. It is my recommendation that we should have our policy carefully written, that we should have it acknowledged by the board, and that we present it smilingly to the authorities whenever they seem forgetful of the library´s indispensability. Somewhat simplified this is one of the methods Mr. Möhlenbrock so succesfully has employed in Gothenburg. And believe me, it must be worthy of imitation.

I have come dangerously close now to breaking of my initial promise of not burdening you with practical advise. My aim for this paper was to explore and discuss the theories and principles that should lie behind our contact and information work. To get one step further on that road we may do well to seek enlightment in our own professional literature. If we start then with consulting the most important of our bibliographical journals, the LIBRARY LITERATURE, we would find that as early as in 1943 the old subject heading of 'Publicity', which at time had grown large and unwieldy, was supplemented with a new one, namely 'Public relations in libraries'. And those are still the two main headings we should look under to find the pertinent literature listed. If we do so, we would, I believe, become at the same time both encouraged and discouraged, - encouraged to see how much, and of good quality, that has been written about library relations and promotional work, - discouraged to notice how little good writing over the years really changes the library world and the ways and the minds of librarians.

How large then is this literature, and who has written it? - I have endeavoured only to make a limited survey for the years 1964-1969, but in these five years LIBRARY LITERATURE registered 108 articles on Publicity and 96 on Public relations. The articles listed under these headings are mostly of a general nature. Special articles, let us say one about the National Book Week, would be listed under that particular heading, and articles on the medias are listed respectively under radio, television and so on. My figures should therefore be taken with some reservations, but I hope you may find them indicative.

When we break the literature down by country we would find that of the 96 articles listed under Public relations.

54 had appeared in the United States
22 in Sweden
10 in Denmark
4 in Scotland
3 in Norway
2 in Canada
1 in England

Of the 108 articles registered under Publicity

89 had appeared in the United States
6 in Sweden
5 in Denmark
3 in Canada
3 in England
2 in Germany
1 in Holland
1 in Scotland
and none at all in Norway.

The most conspicuous matter here is that the United States is responsible for some 68 % of the total registered literature on these subjects. But even more surprising to me is the fact that of the articles appearing outside the United States,

Sweden and Denmark alone cover respectively 43 % and 22 % (or 65 % put together). This leaves very little to be proud of by the rest of the world, - and that is as far as I dare to go in my comments.

Now, if we look away from public relations a little while and concentrate our attention on the term Publicity, and say that we thereby mean all practical promotional work in a library, I would, in spite of the flourishing literature on the subject, risk to make the contention that very little new has happened under the sun since the early 1920´ies. At the time progressive American libraries had already explored most possibilities of practical propaganda, and their experiences were there to take part in for anybody who cared to follow up their professional literature. An older generation than mine would probably recall a book by Gilbert O. Ward, then the technical librarian of the Cleveland Public Library, entitled PUBLICITY FOR PUBLIC LIBRARIES, and subtitled 'Principles and Methods for Librarians, Library Assistants, Trustees, and Library Schools'. When I consulted that book a couple of months ago, I got quite depressed, because I had the awkward feeling that it was all there, - all I could possibly say about library publicity, and nearly all I had on my mind about library relations. For a moment I had the wild idea that I should take and copy down Mr. Ward´s introductory chapter about general management and reasons for library publicity and read it to you word by word pretending them to be my own in order to finally have the pleasure of watching your faces when I announced that - ladies and gentlemen, this test was written in 1924, some 5 years before I saw the light of day. I seriously doubt that you should have found me out, or if you had, it would probably be because Mr. Ward´s Wnglish is so much better than mine, not because his writing is old-fashioned.

There are several things to admire about Mr. Ward´s book, it is for instance very complete and has a very fine chapter on the

use of local radio only some few years after broadcasting started in the United States. It is also very foresighted and partly anticipates the development of the American suburbia and quite a few of the library problems deriving from changes in the population structure. But the single most impressive thing about the book is to me its conceptual modernity. Mr. Ward's insistance that we should start out by analyzing our community thoroughly, know precisely that we aim at, find the right weapon for the occasion and aim it carefully, that we should not be satisfied with a single hit in the bull's eye, but that we, in order to attain our goals and retain our successes, must work continuously and with well-directed efforts - this kind of wisdom all goes beautifully with the theories of professional PR consultants working some 30 to 40 years later.

When I draw this old book to your attention, the purpose is not particularly to blow the dust off it, after all it has been superseded by more recent presentations - but my motives are dual. Firstly, I want to demonstrate the futility for me to pretend that I could possibly know very much more about library publicity than any of you. Secondly, I want to raise the question: <u>what - if anything - has happened to library relations over the last fifty years</u>?

In order to provide some kind of answer to that question I hope it might be useful to contrast or rather juxtapose Mr. Ward's book to some of the more advanced library teachings of today, and to this end I have freely selected a Swedish book issued this spring and dramatically entitled: TEAR DOWN THE CULTURAL BARRIERS. The author is our collegue at the Höganes Library, Carl Bolay, - and I am inclined to believe that he would be delighted if I declared him to be controversial. At least he clearly intends his book to be so.

Now, it is, of course, not quite fair to either side to compare books of such different scope, the one being a factual textbook

for librarians, the other, as the dust jacket claims, a book of debate. But the matter I want to confrant you with in Mr. Bolay's work is three comprehensive alphabetical lists which appear in his chapter about library extension activities and where he makes an effort on paper to rattle off

firstly, a list of possibilities for advertising, propaganda and public relations,
secondly, a list of organizations, offices, services, associations etc. which a modern library should co-operate with on the local level,
thirdly, a list of activities which he deems proper for the public library to give hospitality to or to be the center of.

The first of these list, the one which indicates possibilities for advertising, propaganda etc. is surely the least interesting. Where Mr. Ward, let us say, gives us 6 ideas for pinning up a poster, Mr. Bolay will stress his brain and give us 10, but of the 4 new ones at least 2 would probably bring us in contact with the police - and that is hardly the kind of contact work I should recommend for a library.

More interesting is Mr. Bolay´s second list of possible collaborators for a library, but since this subject overlaps with yesterday´s theme I should restrict myself to make the observation that his long list of contact points is by far more comprehensive than were Mr. Ward´s 50 years old similar suggestions. This surely may indicate that we now operate on a larger scale and have a larger contact surface than before. But a close look at Mr. Bolay´s list reveals that nearly all of the new contact points or suggested collaborators lie within the social-political fields. We may consequently question if we not here rather have to do with a manifestation of society´s development at large than with any real achievement by the libraries.

I hate to be so negative on this point, but if you dared challenge me to appraise whether for instance the Oslo public library, which had a very fine period during the first decades of this century, did a better job of its contact and information work in 1910 than we do today, I would have to answer that they undoubtedly lived better up to the requirements of that time than we do to those of 1970. But after such an uncommon display of frankness, I would like to add, that I believe we try to do something else today. And there, ladies and gentlemen, lies the crux. Is it really true that we not only strain ourselves to work on a broader basis than before, but also that we have a new sighting point, another target? If so be, then the matter is of the utmost importance to the very contents of our future contact and information work - and to our total relations.

To some degree the papers read here yesterday anticipated this set of questions by suggesting that we should work conciously at making our traditional library into a veritable new tower of Babel, namely the cultural all-activity center. Also to our imaginative writer, Mr. Bolay, this is the thing to do, and he devotes a large part of his book to stress and advertise the use of new materials and media, simplification of lenging rules and the necessity of suitable and unorthodox library buildings. But Mr. Bolay in my opinion goes even one step further. And when I say 'in my opinion', it is because this is no explicit, carefully worded policy on Mr. Bolay's side, but rather implicit in his writing, and particularly in the last of his lists, the one where he sums up the proper activities for a modern library.

Now, we should again, of course, find that Mr. Bolay and Mr. Ward have a surprisingly large number of suggestions in common. But Mr. Bolay shows a quite uncommonly inventiveness. To give you some tidbits, he does for instance recommend that the public library be an activity center for AUCTIONS (and not necessarily book auctions), BIBLE HOURS, GRILL EVENINGS

('bras-afton' - what this is I do not really know, but hope it is some kind of barbeque that has nothing to do with book burning). Then he suggests MARRIAGE CEREMONIES and MEDITATION HOURS. The children should be able to have MASQUERADES, FANCY DRESS BALLS and a SCHOOL IN THE LIBRARY where they can learn how to play. He advises on several kinds of YOUTH CLUB ACTIVITIES, as did Mr. Ward, but with the difference that he stresses the social and Mr. Ward the educational aspects. He wishes to welcome meetings in the library of LABOUR UNIONS and POLITICAL PARTIES. He wants to organize DISCUSSION GROUPS and arrange DEBATES about the most burning questions of the day. Finally, he wishes to keep the library open for PROTEST MEETINGS and DEMONSTRATIONS.

This all he justifies by claiming that the library should be an absolutely uncensored institution which truthfully and in depth should reflect the society of today.

Now I would like to assure you that I do not consider Mr. Bolay's thinking particularly representative, and neither do I believe that we should take him seriously on all accounts. But even then he visualizes to me a peculiar and very personal library which in its often far-fetched suggestions of activities fascinates because it compels one to ponder what is going to happen beyond tomorrow and beyond the cultural center.

His suggestion for new and expanded library activities do not only markedly depart from the progressive ideas of Mr. Ward some 50 years ago, but his 'advanced' recommendations are also in conflict with our new concept of the library as a cultural center. As far as I can judge, he is conciously seeking the largest possible contact surface to make the library a home for everybody regardless of their personal tastes and interests, or lack of taste and interest and in so doing he develops a library model where the cultural aspects no longer is central but gives way to an hobbyistic all-activity center idea, where

the book is no longer the principal medium and where the librarian in his traditional function seems rather superflous. He is also, in my view, seeking to transform the library into an active political body where our traditionally assumed objectivity may no longer be predominant. It goes beyond saying that the leader of such an institution as is here described would be a far more powerful political figure in society than our present library leaders and consequently far more open to personal attack and criticism, - and he would surely be in dire need of good public relations.

Undoubtedly many of us feel inclined to shy away from future prospects such as these, and it is far beyond the scope of my paper to further discuss them. But we should be very mindful that our future library's public relations work may be greatly more demanding than that of the traditional library, and that the cultural centres' very existence may largely depend on the success of our contact and information work.

Also the traditional library, the library of today, depends for its prosperity and usefulness on what the public thinks of it. What the public thinks of it depends in turn not only on the character of our books and services, but on how well the library succeeds to make its services known and profitably used.

It should be one of our strongest principles that there be strict consistency between what we advertise and what we have to offer. Neither enthusiasm nor publicity stunts can make up for deficiency in services in resources. Personally, I do subscribe to the old truism that there is no better public relations than the good opinion of readers passed along by word of mouth, but we should be minful that also the estranged or dissatisfied customer talks as ordently about his experiences as the friend of the library about his. Therefore, if we lure people into the library on false premises, we are apt to discover that smart advertising may be smartingly unsmart public relations.

To illustrate this point I should like to relate the following story: 'St. Peter on one occasion had promised a man from the earth that he should be free to choose whether he would finally go to hell or to heaven. As this was a sensible fellow, he asked to see both places before he made his decision. He first came to heaven where he found everything very beautiful, very white and very solemn. Then he went to hell and found life there quite different with women and wine, succulent fruits and eternal sunshine. There were no doubts whatsoever - that was the place he wanted to go. And that was the place he went when his earthly days were over. But then the girls had grown old, the wine gone sour, the fruits dried out, and the beat was just terrific. Angrily he called on St. Peter and said: What is this? This is not the hell I learned to know the first time I was here. No, said St. Peter, the first time you were here, you came as a tourist, now you are here as a citizen.'

Well - I did not tell you that story to suggest that libraries are deceptive hells, but in our public relations enthusiasm we often forget the fact that we have to live with two sets of realities - the one is the library as it is, the other the library as we wish it to appear.

In our missionary zeal to reform the non-user we should remember that to most men the book rack is a book rack, but to the converted reader the book shelf is the golden gate of literature. It will forever be our problem to remove the door sill between those two worlds. But I harbour no illustrations that even a well directed library publicity program can be very instrumental to that end. When we want to tear down the cultural barriers, as Mr. Bolay so dramatically proclaims, we should do wise to acknowledge that human nature in all its dullness makes a very, very solid wall. Such a recognition may save us many a bruised forehead, and the librarians' image may appear just a little less Don Quihotic.

Our competitors for attention and support very often are the same as those who should normally be our best friends: other public departments, museums, theatres, art exhibitors, radio, TV and the press. With some of these we even share the same financial resources. Under the present conditions this makes our ability to present the library's case no less vital. The current trend in the community, however, is to pool its resources. Fortunately, this is becoming more and more evident also in cultural matters, and within the next decade the cultural all-activity center may probably have found its shape. Such a development will add a new dimension to our over-all concept of total public relations. It will also add a new dimension to the future public librarian - that is, if we ladies and gentlemen, survive the transition.

AUTOMATION IN BRITISH LIBRARIES

by Mr. H.K.G. Bearman

This is not the first time I have given a paper on automation and librarianship,but I have good reason to believe that on this occasion the attitude of my audience is very different from that of some previous occasions. I have encountered librarians both individually and collectively whose attitude is best expressed in a petition - "Preserve me O Lord from facing the facts lest I change my mind." This attitude is also well expressed by "The Law of Reasoned Inertia" - this is used extensively throughout the profession, and is equally designed to delay mechanization until after retirement... It argues that delay can only be beneficial, as it will enable one to profit from other people's experience. The longer the delay, the greater the profit. (Some Basic Laws of Library Automation by F.H. Ayres. Program. April, 1970).

I have good reason to believe that the attitude of my audience to-day is much more enlightened. During the last three years, is has been a pleasure and privilege to receive at my library at Chichester, four librarians from Sweden and four from Denmark, who came to inspect the latest developments in computerisation in librarianship, and you have also invited contributions on the subject to your professional journals from both Mr. Harrison and myself. Should there be any sceptics, doubters, or passive resisters (other than among the British contingent) in the audience, I would remind you that during the last half century librarianship has progressively accepted the typewriter, duplicating processes, calculating machines, photo-charging, telex, punched cards and other automated processes, and that computerization is just a natural development

of this process. One of the prejudices which is found in my country among librarians, is that it involves certain processes which are not under the immediate control of the librarian, but from what little I know of library administration in Scandinavia, this is a situation which would be acceptable and in keeping with the activities of your centralized organization. I have great compassion for the librarians I have met who are endeavouring to escape the inevitable by hoping "it won't work" when the truth of the matter is that they are terribly afraid that it will,and I hope I am right in assuming that there are very few here who take up this attitude.

What I have to say this morning is chiefly concerned with the one of the computer for what we have begun to call "the housekeeping" records of the library - e.g. the recording of book stock, the book issue process, catalogue production, statistical and financial records. The reason for my enthusiasm for using the computer for these processes is that they are mostly repetitive and time consuming, which if mechanized, will release staff for more creative activities, and also improve the efficiency of the library service.

For many years, librarians hve been aware that the methods and procedures for the control and recording of the book stock were out of all proportion to their significance. In many libraries in Britain to-day, there are still vast issue counters where a small army of library assistants manipulate tens of thousands of book issues by the Browne (card and pocket) system. A few libraries in desperation have introduced what is called "token charging" of which there are a number of varieties, but none of which maintains any record of the books which are on loan to a reader at any particular time. Between these two extremes came the photo-charger - the Recordak was the most popular in Britain, but my childish desire to have something different favoured the Remington Rand (Stockholm) Library Photo-Charger. It was in 1963 that Mr. Harrison al-

most smuggled the first one into England, which I installed in a new library at Crawley. Subsequently, three more were installed in my libraries - we liked the neat under-counter appearance, but what went on under the counter, or rather didn't go, became a cause of considerable anxiety of unreadable film. (Mr. Jack Dove in fact discarded his installation). Quite apart from the mechanized defects, the great disadvantage of photo-charging is that there is no way of identifying the whereabouts of a book until it reaches the over due stage, and even then it could be a very tedious operation. What has happened is that in the interests of speed we have tended to lose what I would consider an essential, namely an issue system which combines speed of operation with immediate stock control. My experience has been that a computerized issue system can restore to lending libraries this basic requirement.

How can this be done? It requires a machine which will generate either punched tape or a punched card which can be fed into a computer. It was my library which had the doubtful privilege of carrying out a "pilot experiment" over three years. I will not go into the detail of the failures and frustrations which we endured, but at last Automated Library Systems Ltd. produced the Computer Books Charging System which is now being installed in seven of our main libraries. There is no need for me to describe the system in detail, as the brochure which you have gives full information. I would, however, forestall a criticism which has been levelled by some of my less imaginative colleagues, who argue that at the counter level it is no quicker than photo-charging. This I think is true, but it entirely overlooks the many by-products of the system. When books become overdue, the computer prints out and addresses the overdue card with details of the book number, fines due, ready for posting. The computer can produce on demand almost any statistical information which may be required, provided that it has been programmed beforehand. Book issues can be analyzed and if required, the readership of any library can be assessed by

areas of residence, occupation, age, or reading interest - an entirely new field, not without its dangers, is opened up for the research enthusiast into library use and users. Perhaps the most significant development is the installation of an enquiry terminal in the library which is fully described and illustrated in Computer Information Systems. By this means, an enquiry can be made about the location of a book and within seconds a printed message is transmitted back, giving the information required - i.e. the name and address of the reader and the date due back.

Another great virtue of this system is that the computer can be instructed not only to record book issues to readers but also record transfers of books to branches, mobiles or other small service points, block loans to schools and colleges, books lent to other libraries, books sent for rebinding, titles awaiting replacement, etc. - there is no limit. The cumulative benefit is that of replacing the multiplicity of manual records involved in these processes which cumulate and not only absorb considerable staff time, but also contribute to liability of error. It is my belief that this Book Charging System linked with Computer Interrogation facilities is the most efficient, comprehensive and labour saving installation yet invented, and will be in widespread use in the libraries of Great Britain within the next five years.

Among librarians who are already accustomed to a central cataloguing service, the advantages of a computer produced catalogue are perhaps not self evident. Librarians have become so accustomed to the card catalogue that they have become insensible to its limitations. The fact is that it occupies areas of space, innumerable hours are spent by staff inserting and withdrawing catalogue cards, they are difficult to consult and subject to cumulative error. The catalogue produced by the computer has the following advantages:

(1) It can be readily produced in multiple copies and made available at all service points.

(2) It can be up-dated and reprinted at regular intervals, (e.g. monthly)

(3) It is in printed page form and more intelligible to the public. This is particularly true with regard to the subject catalogue where the whole range of books on a subject can be seen at a glance.

(4) The catalogue can also be used as a location index.

(5) A print-out of any subject list can be readily obtained from the computer.

At the present time, the production of the original catalogue entry can be made in one of two ways:

(a) Typing a catalogue card by a prescribed formula from which the programmer can advise the computer to produce author any subject entries, references, added entries, and any other information which the cataloguer considers relevant.

(b) A more sophisticated method is to type directly on to punched tape, thus eliminating the catalogue card altogether.

A myth is circulating among the sceptics that the computer catalogue entry is subject to all kinds of restrictions and can only produce a "title-a-line" finding list. This is quite untrue, but at the same time the arrival of the computer catalogue has given rise to the serious questioning of some of the traditional standards previously required in library catalogues. We do well to librarians rather than the practical requirement of the library user. I believe that there is now sufficient evidence in the progressive British libraries to demonstrate that the computer produced catalogue is more efficient, more flexible, and more accessible than the card catalogue.

Computerized cataloguing as we know it at present is, however, only on interim development, and we look forward to the exciting prospect of the utilization of the MARC tape for the compilation of the catalogues for British libraries. I am sure that this audience will recognize the great significance of the MARC tape, which is the outcome of high level co-operation between the bibliographical services of Britain and America with every promise of the co-operation of other international agencies. It is providential that at this time two other unifying factors will help to facilitate this enterprise - the new Anglo-American Cataloguing Code, and the advent of the S.B.N. which is now being adopted internationally on an ever increasing scale. I understand that there may be some variations as to the progress made in the countries represented here in S.B.N., and it would be of interest to know the present situation.

You may well ask how does this international exercise affect public libraries in your country and mine. The answer is that every public library (or any other library for that matter) which has access to a second generation computer will be in a position to dispense with the major part of its cataloguing department within the next five years. I am appreciative and applaud the fact that many librarians here, as a result of centralized services have been freed from the bondage of "do it yourself" cataloguing, but these new developments must surely open up great possibilities for the centralized servicing organizations represented here - Bibliotekscentralen, Bibliotekstjänst (B.T.J.), Biblioteksentralen (B.S.) and Kirjastopalvelu (K.P.).

Pioneering in any field is always a hazardous procedure, firstly because there can be no certainty that the objective will be attained, and secondly there is no knowing what new territory will be opened up. This is proving to be particularly true in the computer field. On the first point there is now little

doubt that the objective will be attained - namely the computerization of library procedures for the purposes of stock control and cataloguing, which I have already dealt with. But what had not been foreseen and what can now only be partially assessed, is the extent to which computerized techniques can be applied to the whole of the "housekeeping" routines of our library administration. With the advent of S.B.N., the computer processing can start at the 'book ordering' stage. The 'book order tray' which is a nightmare of checking and rechecking, notification to booksellers, up-dating reports, etc. will disappear. The interrogation terminal will give an immediate answer as to the exact situation of any book ordered, it will print out on demand a list of outstanding books from any bookseller, it will provide an immediate check on the non-supply of annuals and serials. Linking with the MARC tape the catalogue entries will be produced as books are supplied, the notification to the union catalogue of the Region for interlending will be in such form as may be compatible, and the production of all such other information for official returns and statistics (e.g. Department of Education, Libary Association, local library committee) as may be required, will be automatic. At the other end of the line such processes as binding records, replacements, withdrawals, will be similarly automated and controlled. This programme of development is not based on hypothesis but on known facts, and it is certain that some public systems will be operating such schemes within the foreseeable future.

Another field in which the computer can profitably be used in the larger library systems, and particularly in university and special libraries, is the recording, distribution, and control of periodicals. Manual recording of hundreds of titles and the amending and up-dating of periodical lists, can all be transferred to the computer for automatic production. The normal date of publication can be stored, and a print-out can be readily obtained of periodicals supplied and periodicals

outstanding. The computer could also advise on such details as the arrival of indexes, title pages, etc. and produce a binding strip detailing the binding style. These more sophisticated uses of the computer can only be justified where it replaces routine manual recording of some magnitude, but does serve to give some indication of the almost limitless potential of the computer.

I have deliberately amitted from this paper the research and experiment which is going on in the field of information retrieval. One very good reason for this omission is that I am not sufficiently well informed on the subject, and it has been very well documented in professional journals on both sides of the Atlantic.

I would say from reading and observation that it will be some time before the application of these new techniques will be of practical value in reference and information work in public libraries. One of the basic principles of computer activity is that you can only get out information which has previously been put in, and the time and effort involved in 'feeding in' information, must be justified by the extent of its future use. One can visualize however, the building up of a data bank of information at certain selected centres to which public libraries would have immediate access, but it is improbable even if it were desirable to envisage a situation when the local information and reference service point becomes redundant.

The schemes which are in operation so far have been excussions into particular fields of library organizations operating in isolation, but the stage has now been reached where once a full scale programme has been devised in collaboration with S.B.N. and MARC, there is no reason why it should not be made available to all libraries or bibliographic organizations who wish to use it - the only limitation being the potential of the computer to which they have access.

It is necessary that I should refer to the impact of computerization on management. No librarian is justified in complaining about shortage of professional staff until he has reduced to a minimum the amount of professional time spent in training clerical and non-professional staff, and in supervising and checking their work. Much of the resistance which is provoked by the "threat" of automation is that librarians fear that it will cause an upheaval in the traditional pattern of library organization. This fear is well founded - because this is precisely what should happen - "the reason that so many librarians boo instead of cheer in the face of automation is that as a group we are card sorters and date stampers at heart". I have been much encouraged by the increasing interest which is being shown by the younger generation of librarians in management as an essential corollary to automation. I am less optimistic about the opportunities which are being given to apply the knowledge acquired and the instruction given. It requires a re-orientation of ideas on library administration which supersedes all the library text books and teaching on the subject prior to 1960. The new processes have to be applied within a planned environment, and any attempt to put "new programmes into old systems" will be disastrous. James Myers sums it up - "Automation cannot operate under sloppy thinking. I do not believe that here has been a field in which so many amateur publicists and practitioners plunged in with so resounding a splash - unless maybe it was witchcraft and the psychology of sex".

British librarians like to fee that they are "masters in their own house" but with the coming of the computer, the internal routines become subject to the efficiency and control of the computer manager and his staff. For most librarians this will require a recognition of his limitations, and any librarian who tries to talk on equal terms with a computer manager or a systems analyst on computer techniques will quickly reveal his ignorance and forfeit respect. The librarian's job is to

be able to define clearly what he requires the computer to do for him. This requires a great deal of forethought and imagination. Nothing is more likely to cause impatience or resentment than the librarian who has second thoughts after a programme has been written. The moral of this is that before embarking on any computerized operation, there must be full consultation and discussion with all the library staff involved. It should be noted that administrative and non professional staff may be vitally concerned in such discussions. The professional qualifications in librarianship are mostly irrelevant when dealing with the technical details of computerisation, and it requires a new approach when selecting staff who will act as the liaison officer between the library and the computer operations room. Ability to read print outs, to trace faults, to interpret computer language and jargon is certainly not a professional job, and in the larger library organisation there may well need to be computer technicians who will have to be integrated into the pattern of management.

It is the job of the librarian and senior executive staff to make it clear to all concerned that the application of machines, and particularly of computers, does not eliminate professional librarians - it does in fact the opposite - it releases them. Much has been said and written about job analysis and the segregation of professional and non-professional duties, but the fact remains that in most libraries by the very nature of the manual methods still in use, there is an overspill of non-professional activity which inevitably intrudes into the time of professional staff. Once these processes are mechanized there is a democration line which is almost inviolable. I think this can best be demonstrated by the ubiquitous 5 x 3 card or slip, which has haunted my professional career at all stages - it has been the hall-mark of manual operation - for alphabetization, for tracing or tracking, recording - every desk is adorned with index drawers (I estimate that within the next five years, 500 index card drawers will become surplus to

requirements - replaced by one computer enquiry terminal which takes up the space of a typewriter). Call it a computer take-cover if you like - but I welcome the take-over because what is more important, the machine has taken over not only the storage cabinets but all the work involved in recording and maintaining their contents.

I would close on a personal note. Some of my British colleagues regard me as being a compulsive computeriser. Others who are better informed know that my enthusiasm is born of a desire to provide an improved and more effecient service for the benefit of the reader. But also perhaps equally important to make it possible for librarians to practice their craft in a new found freedom from the servitude of out-dated practices, made possible by the advent of the computer age, in which librarianship can flourish in the future.

THREE CHEERS FOR THE BOOK

by Mr. Frank Jessup

"People in general" said Samuel Johnson, "do not willingly read, if they can have anything else to amuse them". Not, you will notice, to inform, or instruct, or edify, but to amuse them. Certainly amusement, entertainment, the diversion of the mind from disagreeable thoughts, has its place in life and is not to be disparaged, but it is not the highest form of mental activity of which man is capable, and often amusement is sought, not as a diversion from disagreeable thoughts, but as a protection against having to think at all.

Johnson's contemporaries, if they were well-to-do, had a variety of ways of amusing themselves: drinking, eating, conversation, hunting, card-playing, the theatre, music, dancing. The poor man - and most Englishmen were poor - might have his beer and occasional cock-fighting, but not much else. One of the startling contrasts between 1770, when Boswell was recording Johnson's aphorisms, and 1970, is the enormous expansion of the media of amusement, the rivals, as he would say, of reading and of the book.

First there was the cinema. Originally, in the days of the silent film, it made its appeal only to the eye, and even when sound was added it remained primarily something to look at, a spectacle. As a means of communicating feeling and emotion the film, at its best, has great power, and even now few people, I suppose, sit unmoved through a Charlie Chaplin, a Greta Garbo, or a Jacques Tati performance. As a means of communicating any but the simplest ideas, as a dialectical

medium, the film is at its weakest. We remember the actors and actresses, perhaps the director, but we rarely bother to notice who wrote the script. Those who contribute such ideas as the film may present remain in a decent obscurity.

But today, of course, radio and television have ousted the cinema as the chief forms of amusement. They are more than that; they are important media of mass communication, indeed so important that they are destined, according to Mr. Marshall McLuhan and some American educators, to supersede the printed word. I like to imagine Mr. McLuhan as a twentieth-century Prospero, resolutely declaring

> "Deeper than did ever plummet sound
> I'll drown my book."

But meanwhile, I notice, he continues to make use of the printed word to present his arguments against its efficacy.

What are the advantages that radio and television posses as media of communication? First, the sheer size of the potential audience, the number of people who, as the statisticians would say, are at risk. Rightly radio and television are termed media of mass communication.

Second is their sense of immediacy. We can see events as they are actually happening, we can hear the great man's words as he actually utters them, wherever the events are happening, wherever the words are being uttered. (In truth it does not work out quite like this because it still takes the earth about 24 hours to rotate, and quite a lot of events are taking place and quite a lot of great men are talking whilst a third of the world has abandoned the radio and the telly for that care-charmer, sleep.) But they are immediate not only in the sense that we can see happenings as they actually occur, but also in that the war in Vietnam, the horrors of the Peruvian earthquake,

and the agonising process of selecting Miss World come into our living-rooms - and into our lives - with a directness of impact that is enjoyed by no other medium of communication. The phenomena need no interpretation.

Thirdly, radio and television offer the possibility of a communally shared experience, of the development of common interests, with all the consequent advantages in the way of increased social cohesion. Now the weather need not be the only topic of conversation in England, as being the only item of common interest: last night's television programme is likely to serve equally well, and may, in fact, prove a conversational gambit of even richer potentiality.

To say, fourthly, that radio and television have the advantage of requiring no effort on the part of the audience is something of a back-handed compliment, and in any case is a commentary on the programmes, not on the media. Besides, it is not true, the audience has to keep awake, and that may require considerable effort.

Television has the added advantage that it makes use simultaneously of visual and verbal images. If skilfully used they can reinforce each other, but unskilfully handled either may distrackt from and weaken the impact of the other.

And to all this the technological cleverness of the electronic media of communication, their novelty, their appeal to the love of gadgetry which seems to permeate any "advanced" civilisation, and the exciting and profitable opportunities which they present for the exercise of brilliant salesmanship, and it becomes easy to see why Marshall declares that the medium is now the message. It becomes possible to understand what he means when he announces that the world is reduced to the status of a global village. By the way, if you care to Latinise that sentiment you will find that it comes out as a transition from civilisation to paganism, but I do not think that that is what he really intends to say.

If we turn to their negative aspects, we cannot help noticing that as means of communication the mass media have the defects of their qualities. To each of their advantages there are corresponding disadvantages.

Because they are mass media, control must be in the hands of the producers, not of the individual consumers. It is the same with any object designed for mass consumption - the Ford motor-car, Marks and Spencer's trousers, or Wall's ice-cream, for example. They may be admirable, but the consumer has no say in their production. At a practical level it means that the viewer or listener cannot decide for himself to his apparatus when it is convenient to the sender, not the receiver of the message. Nor can he control the pace at which the message is conveyed to him. He cannot ask to see that shot again, or to have those remarks repeated, please. There is no possibility of adjustment by the consumer to his individual needs, all is controlled by the producer. The message must consequently be a simple one, immediately accessible to a mass audience, or it will be lost. Complexity, subtlety, reflection do not go with the electronic media. Moreover, because of the cost and because of certain technological problems about frequencies, only a few messages, or programmes must be designed not only to make an instant appeal, but an appeal to a mass audience. They must be "popular", they must not be intellectually demanding, nor too critical of generally held views and values, nor in any way difficult. That is a prescription which tends towards an attitude of triviality rather than of seriousness.

Of course some radio and television programmes do inform, and impart information which is not trivial, some do provoke new interests, some do enlarge understanding and quicken sympathy. But such programmes are not typical - not because the men and women control the electronic media are unintelligent or necessarily lacking in sensitivity, but because of the nature of the media of mass communication. Mass communication is necessarily

indiscriminate communication, and indiscriminate easily becomes undiscriminating communication. If the medium has not actually become the message, it has gone far towards shaping it.

I am quite willing to give two, or even 2.25 cheers for the electronic media. They have their uses and their own peculiar virtues, but they also have their limitations. To regard them as omnicompetent and to believe that they can and will and should supersede the written word, as some enthusiasts claim, seems to me to be absurd. More than fifty years ago, with no thought of making a comparison with other media, George Santayana wrote: "To turn into ideas is the function of literature." Perhaps we could accept, as a generalization, that radio and television are most fruitfully concerned with happenings, and books with ideas.

It is high time to turn to the reasons why, in my submission, we ought to give three cheers for the book. What are its advantages, compared with the more recent media of communication?

Let me begin with some of the practical, mundane, advantages. The first merit of the book, if the paradox is allowable, is that you need not read it, a judicious use of the index, of the list on contents, and a prudent skipping and dipping mean that you need not spend your time in reading it from beginning to end to find in it what you want - or to discover that it is not what you want. And reading has the added advantage that it is a quicker means of communication than oral media. We read faster than our interlocutors can address us. Since our days are, and are always likely to be numbered, this is an important advantage. To waste another man's time is to rob him of something that no amount of goodwill or technological skill can restore to him. It is wrong that you should have to listen to these remarks of mine when you could read them in half time, or even decide in a tenth of the time that they contain nothing worthy of your attention.

Another practical advantage is that the book is eminently tractable and convenient. It is your servant, not your master, you can choose when and where you will read it. Neither the author not the publisher determines the hour of the place at which communication is to occur. Furthermore the reader can take the book at his own pace. He can go back over a sentence or passage, question it, wrestle with it, the reader is, in every sense, the master of the book. Or, to use the language of the economist, it is the consumer, not the producer, who is in control.

The book requires no elaborate, expensive, technological device to enable you to make use of it. This makes the book seem old-fashioned and unglamorous, but is it not an advantage that the reader does not have to rely upon, and is not burdened with, complicated apparatus? Of course there is pleasure to be found in the possession of efficiently operating apparatus, especially of a complicated kind, but I should feel inclined to offset againt this the sheer aesthetic pleasure of a well-produced book - a pleasure to look at, a pleasure to handle, and sometimes even a pleasure to smell.

These are some of the practical, but none the less important, superiorities of the book. But it has profounder merits as a means of establishing communication between mind and mind.

For a start, writing the book is the apotheosis, introduces an element of timelessness into the process of communication. The book spans time. We can listen to those who lived centuries ago, and can hope to talk to those who will be born long after we are dead. The book emancipates man from tradition; he is not restricted to the customary wisdom handed down to him by his elders whom he has met face to face. Through books he has access to what men have thought and said over the centuries. Love, according to Shakespeare, is not Time's fool, nor, thanks to the printed word, are men's thoughts. For Shakespeare and

his contemporaries the printed book was not much more than a hundred years old, and its time-defying quality was not yet taken for granted, as it is today. It was a favourite conceit of the Elizabethan poets that whilst human beauty soon fades, and even substances as apparently enduring as brass and stone finally perish, nevertheless the idea that is enshrined in writing has a kind of immortality:

> So long as men can breathe, or
> eyes can see,
> So long lives this ...

It is not an arrogant boast of the poet, but a recognition of the perdurability of communication where the book is the medium. As Shakespeare's contemporary, Francis Bacon, wrote: "The images of men's wits and knowledges remain in books, exempted from the wrong of time, and capable of perpetual renovation." If it were not so commonplace, should we not regard it as a near-miracle that thanks to the book the poet and the seer who lived four hundred years ago communicate with us today?

The book is independent of time, too, in that unlike the electronic media, it does not need to make an immediate impact, or exhaust its full treasure at the first encounter. A radio or television programme is here today, but by tomorrow it is gone. The book abides our question. Its impact can strengthen with each re-reading, that is with every new interpretation, for whenever we re-read a book we bring something fresh, some new experience, to the process. The great works of the human imagination, Paradise Lost, for example, or Beethoven's late quartets, or Rembrandt's self-portraits, or Ruusuvuori's church at Hyvinkää, do not yield up their full personality and potentiality at the first casual acquaintance. Longer acquaintance reveals fresh depths of meaning, nuances and subtleties that escaped one in the initial encounter. The book has room for the development of ideas and for elaboration and qualification. It need not raise its voice, nor shout. The television programme must make its point forcibly and immediately, must bang the viewer over the head, because if he fails to get the point then and there, it has gone for good. The book is under no such compulsion.

And the book far surpasses the electronic media as a stimulus to the imagination. The extreme contrasts here are poetry and the novel on one hand and television on the other. Television leaves nothing to the imagination - except smell, I suppose. Of course imagination goes into the making of programmes, but it is the producer's, not the consumer's, imagination that is at work. The viewer does not need to bring anything to the programme, and a steady dose of television is calculated to deaden the imagination. Poetry and the novel, on the other hand, encourage the play of the imagination, although it is occasionally inhibited, I fear, by the inept pictures with which some publishers prettify their volumes.

If the imagination is enfeebled through too much watching of television, and too little reading of fiction and poetry, does it matter? In this age of specialization, should we perhaps accept that the business of exercising the imagination must be left to a few professionals, whilst the rest of us get on with the practical, workaday, affairs of life? But this would not do. The exercise of imagination is essential to every original act of creativity, whether in literature or painting or sculpture or architecture or music, or the natural sciences. Genius is rooted in imagination, and no one can tell where genius will flower next - not even a Minister of Culture. A civilization which fails to encourage the widespread and lively exercise of the imagination will have few great artistic works to its credit.

There is an even more fundamental social reason for cultivating the exercise of imagination. Without it men will fail to develop the understanding, sympathy, and tolerance without which an ever-increasing population is unlikely to live with a modicum of peace in a world whose bounds constantly shrink, thanks to technological developments. Our hope and our aim must be to build a considerate society, one in which each member is conscious of the existence of other, and mindful of their interests. This, as it seems to me, is our greatest

need, whether we are thinking in terms of small social groupings such as the family, the village, the workshop, or the office, or the all-embracing society of mankind. But a man can achieve this measure of consideration only if he has enough imagination to put himself in the position of the other man or the other group or the other race or nation. So poetry and the novel, in stimulating the imagination, are performing a social function of the highest importance. D.H. Lawrence put it thus: "The novel properly handled... can inform and lead into new places the flow of our sympathetic consciousness, and it can lead our sympathy away in recoil from things gone dead."

Hence the importance of imaginative literature to a society which strives to live as a democracy, that is a society in which each man is prepared to moderate his own egoistical desires in the interests of others. There is also another sense in which the book comes to the support of democracy. Professor Northrop Frye, of Toronto University, said in a recent BBC broadcast (which by the way, to save time I read in The Listener and did not listen to): "...it is only writing that makes democracy technically possible. It is significant that our symbolic term for a tyrant is 'dictator': this is, an uninterrupted speaker." Democracy demands a high level of rationality, and the book is supreme as the medium of intellectual communication, as the means of rational exposition and rational argument, as a stimulus to thought, to reflection and to cogitation.

Correspondingly the book puts a premium upon order, which, like rationality, is becoming an unfashionable quality. Certain forms of modern painting and music lack any planned order. Similarly a few books have been published in which the paragraphs have been assembled at random, but I do not think that they can be taken with the same seriousness as, for example, action painting. Order is of the essence of the book, order, rationality, and the book go together. Dr. Margaret Mead, in

her new book Culture and Commitment, says, in discussing the generation gap (which, in its current form she takes to be a new phenomenon) that "They (sc. the young) live in a world in which events are presented to them" (and, in paranthesis, I want to ask why to them only, and not also to their seniors) "in all their complex immediacy, they are no longer bound by the simplified linear sequences dictated by the printed word." This phrase, linear sequences dictated by the printed word, means I suppose that, in print or in writing, words must be used in certain sequential patterns if they are to be intelligible. The same is obviously true of spoken language. To abandon linear sequences, whether simplified or not, and to use word at random, is to abandon the use of language as a means of intelligent communication. I would not care to suggest that this should become the next ambition of the human race. That the book, the printed word, requires the acceptance of linear sequences, that is of order, is one of its merits, not a limitation.

How obious the importance of order and rationality would be to Samuel Johnson and his contemporaries, the men of the Enlightenment, of the Age of Reason. Since then we have had Sigmund Freud to tell us that man is far from being a wholly rational creature. The rational element in man's composition, which at one time was over-emphasized, is now muffled, and rationality is often deliberately rejected, anarchy is preferred to order, as in some sectors of the protest movement in Europe and North America. It is easy to sympathise wi[illegible] some of the protest, and anarchy is attractive to contemplate, though less so to experience. It becomes uncomfortably like Hobbes's state of nature: "No arts, no letters, no society, and which is worst of all, continual fear and danger of violent death, and the life of man, solitary, poor, nasty, brutish, and short." Is it mere coincidence that at a time when we see the book denigrated and dismissed in favour of the electronic media, we also see, in some quarters, the advocacy of violence and mindless

destruction, confrontation preferred to communication and the forces of unreason exalted?

That is intended to be a rhetorical question. Of course I do not suggest that radio and television are the cause of these - as I think - unattractive features of our society. Rather the undiscriminating and unreasoning approbation of electronic media and the rejection of previously received standards are both manifestations of a contemporary malaise in our civilization, which can be characterized as a loss of nerve. Ours is an imperfect culture: every culture is, and always will be, we are right to be critical of it. But we ought also to remember the great achievements which can be put on the credit side, and how many of them would have been possible without the book as a medium of communication between man and man, between generation and generation. The increase in our understanding of the material universe through the development of the natural sciences, for example, has been, and still is, dependent on the written word. Our ideas about the Good Society, the growth of tolerance, and the recognition that the great issues must always remain open to question, derive from the dialogue which men have carried on through the medium of the book. The deepening of sensibility, of men's concern for their fellows and understanding of themselves, are achievements to which the book has made an important contribution. Occasionally one used to hear a librarian dismiss fiction as insignificant, to be tolerated if at all as a divertisement. Yet how greatly we are helped to an understanding of ourselves and of our relationships with others through such works of fiction as War and Peace, Middlemarch, Madame Bovary, or Portrait of a Lady. The influence of great novels on moral education, using term in a large sense, is impressive.

Disraeli once said: "An author may influence the fortunes of the world to as great an extent as a statesman or a warrior. A book may be as great a thing as a battle, "and Disraeli ought

to know, for he was both statesman and author. Indeed, the achievement of western culture is unimaginable without the book; that is the measure of its importance. It is also the measure of the importance of the library.

Its importance is not widely enough appreciated. For many the public library is an unknown quantity, or if known at all, not to be taken very seriously. Some of the schemes for making libraries into cultural centres are aimed at widening their appeal. Where a library instals a coffee-bar or a television apparatus or organizes a concert or mounts an exhibition with the object, directly or indirectly, of drawing attention to the importance of its books, then these extra-curricular activities, if they may be so called, seem to me entirely justified. But if a public library undertakes these other activities to demonstrate that it is modern and post-McLuhan in its tastes and outlook, or to escape the accusation that it is print-orientated and addicted to linear sequential communication, it is failing in its primary function. Libraries are not just any kind of pleasantly social or vaguely cultural institutions. They are places dedicated first and foremost to books and reading. They have a unique and vital function to perform in social life which needs no meretricious props or aids to justify it.

This paper breaks no new ground, contains no novelty, and is platitudinous. But, as has been remarked, the only trouble about platitudes is that they are true. If the book had been invented last year, how excited we should be about this stunningly rich medium of communication and its infinite variety. Familiarity has bred, if not contempt, at least unconcern and indifference. From time to time we ought to remember what we owe to the book and its incalculable contribution to the culture which Europe shares with much of the developed world. When we remember that we shall, I think, be tempted to agree with Samuel Johnson, that "the chief glory of every people arises from its authors", and give three resounding cheers for the book.

THE FUTURE OF THE ANGLO-SCANDINAVIAN CONFERENCES

By Mr. Tore Nordström

In 1957, I visited a number of English Public Libraries on a scholarship to study popular education and PR for a three-week period. At that time, only one Anglo-Scandinavian conference had been held.

My experiences and impressions of English Public Libraries on that occasion were such, that, if asked, I would certainly have approved the idea of continuing this type of conference. What I learnt 13 years ago in St. Pancras (London), Sheffield, Liverpool, Guildford, Leyton, Dagenham etc., I find as useful now as I did then - from many points of view, English Public Libraries had made tremendous progress, in spite of the devastation caused by World War II, a dozen or so years previous to my visit.

This, then, is the starting-point for my subsequent argument - the importance of continued Anglo-Scandinavian discussion in this field is something I take for granted.

In his summary of the history of the Anglo-Scandinavian conferences in the special publication dedicated to Lionel McColvin, Mr. Roy Rates writes of the practical outlines of organization as formulated by the two founders Bengt Hjelmqvist and McColvin. So far as I can see, only one small change has taken place during these 18 years, the conferences new take place every third year instead of every fourth. In this I see something of importance. The originators' fundamental ideas of an informal, unconventional conference, entirely free from any articles or

rules, were wise, foreseeing and essentially human. At least in our own over-organized country, we already have enough meetings at which questions of procedure and innumerable committee meetings dominate at the expense of any real business.

If then, as I believe, there is no doubt that the conference should continue, I should nonetheless like to draw attention to certain points that can be discussed when planning for the future.

1. Participating Countries

An extension of the Anglo-Scandinavian conferences has been suggested on several occasions. More countries are achieving a higher standard of Public Libraries and should, it is considered, be allowed to participate.

This is not my own view. If certain individuals, groups or nations take the initiative for some form of collaboration, there is no priori reason for other individuals, groups or nations to claim participation. The fundamental idea of 1953 should be retained even in the future.

I, personally, am very critical of the idea of so-called observers - who are really nothing but participators, only in small numbers. I imagine that this will always present the organizing country with certain problems. Will certain countries be invited? Should one invite librarians who "happen" to be on a visit at the same time as the conference? How is one to explain the absence of an invitation to other librarians who also happen to be on a visit, but cannot take part? What will the observers, who are not perhaps "official", do with their observations when they get home? And so on.

In making these reflections, I naturally have no wish to seem inhospitable - I simply see no reason why certain countires not

belonging to the Anglo-Scandinavian group participate, either by chance of for other reasons. Even if they are only "observers".

On the other hand, I do not think one should be afraid of inviting lecturers from other fields, when suitable. We need continual contact with experts from different branches - and they need us. Also, we must reckon in the future on having non-librarians employed in the libraries in leading positions - technicians, educationalists and administrators. Even now, we should make sure that our technology and our often very limited set of concept are renewed and continuously aligned with more technological world we have to expect, whether we will or no.

2. Participants

It seems to me that the number of participants from each country is well-balanced - any desires for minor changes could be discussed as they arise. On the other hand, I think one should aim at a greater turn-over of participants, a shift of emphasis towards younger people, and the participation of assistants. At the same time one should require of participants the theoretical, linguistic and rhetorical skills necessary for group work and discussions.

3. The Frequency of the Conference

The wisdom of having conferences every third year can now be called in question. A succession of arguments support a 2-year periodicity. Here are some of them:

a) the much faster rate of development in all fields - and the speed is still increasing.

b) changes in local authority divisions during the early seventies - not only in Sweden - are giving rise to entirely new problems.

c) in many areas, the grants are increasing sharply - in others, cuts are constantly being demanded. The economy of the local authority is everywhere creating great difficulties, which influences the work of the library.

d) more and more libraries are widening their scope. Traditional tasks, these days, form only a part of their ever-increasing activities.

e) international questions of common interest are growing in number - the population increase in coming decades can suddenly demand intensified collaboration between our libraries.

f) in connection with this, the need for co-ordinated discussion on education will increase.

g) an examination and analysis of library legislation in the countries concerned should be very productive - amendments can be influenced by the experience of others.

h) as mentioned under a) the increasing rate of development means that questions dealt with earlier can profitably be discussed again.

i) research suggests new phenomena and unforseen events even in the seventies - there is reason to keep the door open for new deliberations at shorter notice than 3 years.

j) interest in these conferences is steadily increasing. At the same time, the number of active librarians in all participating countries is soaring. With 2-year intervals, it would be possible during a period of 10 years (60 parti-

cipants a time) for 300 librarians to take part instead of the present 180.

An argument against this change, of course, is the work involved for the organizing country. But with 5 participating countries there will be 10 years between each occasion - and that surely should be able to manage.

4. Places for the Conference

Even in the future, the conferences should be assigned to small towns where the participants are confronted with each other the whole time, and so have numerous opportunities to deepen the discussion, and put their problems in concrete form. After all, the subsequent study trip is to a medium-sized or a large town, so that participants will acquire also a knowledge of urban conditions.

5. Choice of Subjects

More organizations should contribute points of view on the choice of subjects for the conferences. It is not certain that the majority of participants are satisfied with the current group of subjects. This, I think, is a suitable task for the different librarians' associations in the participating countries.

6. More Careful Preparations

Bearing in mind the costs incurred both to participants and the organizing country, the participants should be given the opportunity to prepare themselves better, by studying certain literature or analyzing certain problems at the directive of the organizers.

7. Better Documentation

The official reports on the conferences as they appear in our library reviews are usually of little interest. Instead the longer reports, preferably in a simple duplicated form, could be sold via each country's selling organization, and thus distributed to all interested at negligible cost. They can very well be sent to other countries, which would thus acquire a good picture of the working methods and results of the conferences.

Summary

The Anglo-Scandinavian Conferences should continue with the same participating countries and much the same number of participants. They should be held every second year. Participants should be better prepared, and documentation from each conference should be made available to anyone interested.

The question of observers should be reconsidered. On the other hand, experts from other fields could very well be called in as lecturers. The conferences should be assigned to small towns. Working procedure should be critically examined, and new methods tried out. The choice of subjects should be taken under consideration by all the organizations of librarians. And participants should be recruited not only from the top, but from all those possessing the linguistic and theoretical skills required to make a constructive contribution.

In his preface to the 1964 report, Mr. K.C. Harrison writes: "When a good idea is born, it does not take long to build up a tradition." On the other hand even good traditions run the risk in our day of daying out, unless they are taken care of, and kept alive. This presupposes continuous watchfulness, examination, reconsideration, and reformation.

I do not believe in the Anglo-Scandinavian library organization jokingly mentioned after the conference at Tylösand. But I am convinced that Bengt Hjelmqvist was right in saying that the conference involved "an effective exchange of ideas in a background of personal friendship". It is on such a foundation that we must continue to build.

PARTICIPATNS OF THE STUDY TOUR

Leaders of the Study Tour: Miss M. Nyberg and Miss M-L. Rautalin

Great Britain

Miss A.K. Baird
Mr. H.K.G. Bearman
Mr. J. Brindle
Mr. E.T.Bryant
Mr. A.G. Curwen
Mr. J. Dove
Mr. K.C. Harrison
Mr. C.M. Hartley
Mr. D.D. Haslam
Mr. F. Hepworth
Mr. F.W. Jessup
Miss J.H. Paterson
Miss L. Paulin
Mr. R.D. Rates
Mr. E.H. Roberts
Mr. J. Roe
Miss S. Wilson

Norway

Mrs. E. Granheim
Mr. M. Hauge
Miss M.J. Jacobsen
Miss B. Lund
Mrs. K. Berg Welhaven

Denmark

Mr. B.W. Andersen
Mrs. J. Bjerre
Mrs. A. Bredsdorff
Mrs. S. Bøggild
Mr. F. Christiansen
Mr. J. Bro Glistrup
Mrs. I. Koefoed
Mr. P. Nyeng
Mr. H. Stenkilde

Sweden

Miss S. Almgren
Mr. L. Andersson
Mr. B. Beltzikoff
Mr. U. Dittmer
Mr. R. Hemlin
Mrs. A-L Höglund
Mr. B. Järbe
Mr. T. Nordström
Miss E. Persson
Mr. S. Petri
Mr. T. Plaenge Jacobson

Belgium

Mr. J. Torfs

Iceland

Mr. O.F. Hjartar

U. S. A.

Mr. J.R. Siegfried

ANGLO-SCANDINAVIAN CONFERENCE 1970

Report of Study Tour

The Coach, which was to convey the delegates who were taking part in the study tour following the Conference at Koli, arrived promptly on Sunday morning, 23rd August, 1970. Our luggage safely stowed away, we were soon travelling towards the town of Joensuu, which some of us has seen on our way to Koli, but only by night.

Our first stop was at Joensuu Central Library, where we were welcomed by Mrs. Ilmi Järvelin and members of her staff. The building which housed the library was formerly a school, but it has been converted into an attractive and obviously well-used library. Although it was the oldest one we were to visit on the tour, it was very bright and cheerful, and in all departments there was evidence that the service to the public was a very good one. Following the conference at Koli on "Libraries as Cultural Centres", there was ample evidence that in this library the staff were in close contact with societies and organizations of a cultural nature for there were attractive displays of book, posters and photographs relating to current and forthcoming events in the town.

After we had taken refreshment, including a drink of mead, provided by Mrs. Järvelin, we visited the Art Gallery within the same building. The contents had been presented to the town by the original owner, and consisted principally of works by local artists. In the gallery there was also a grand piano, and we learned that recitals were given in the gallery from time to time.

Soon it was time for lunch, and after a brief glimpse at the centre of Joensuu, we walked to the Town Hall, where lunch was to be served. There we were welcomed by Mr. Councellor A. Heikkilä on behalf of the City Council, whose guests we were. The hospitality we received at Joensuu was delightful, and was a foretaste of that which was to be repeated everywhere throughout the tour. After lunch was over, and before proceeding on our way Mrs. Aase Bredsdorff expressed the thanks of us all to our hosts and to Mrs. Järvelin.

Our visit to Joensuu was not quite complete, however, for we had the opportunity to visit the new church of the Pielisensuu Congregation. This new and most attractive building was certainly well worth a visit, and we admired the architecture and the beautiful pipe organ which it contained.

Arriving at Kuopio early in the evening, we were allocated our rooms at the hotel Puijonsarvi, and soon afterwards were on our way by coach to a hunting lodge at Haminlahti, where facilities for sauna and swimming were provided, and where we were the guests of the local booksellers. Many of the party took advantage of the sauna, and with hot sausages and beer for refreshment the evening passed far too quickly. A sing-song, finnishing with "Good-nights Ladies" ended our visit, and we were soon back at the hotel.

The next morning we visited Kuopio Central Regional Library where we were welcomed by the Librarian, Miss Kaarina Huttunen.

To many of us, the library building from outside appeared to be extensive, but we were told there were plans for opening out the ground to the north of the library as a park and parking site, which will make the whole area even more attractive.

This library, designed by the architect Matti Hakala is just over two years old, and serves a population of 63.750. The library has an area of 4.600 square metres, and there is a basement of 1672 sq. metres containing reserve space for future use.

Inside, the library was certainly spacious. It was also very bright and clean, and soon we were moving about freely, visiting all parts of the library, and envying the staff the ample space they possessed in which to work.

On the ground floor we found the exhibition hall and a lecture hall with seating for 175 persons. This lecture theatre could be converted into two rooms by means of a folding partition. On this same floor there were also a newspaper room, room for the librarian of the bookmobile, caretaker's apartment, department for audio-visual aids, accomodation for packing and box storage, as well as book stacks, staff cloakroom, and canteen.

On the first floor there the large circulation hall, leading to the main lending department and the Children's library, with its reading room and room for younger readers. A focal point of the adult lending library was the circular teen-ager's department. This lies on a lower section of the main library, and is reached by a few steps leading from that floor. Here one found a decorative fountain surrounded by attractive house plants, comfortable chairs for browsing, and books on the walls of this circular area which were specially selected for the teen-age readers.

On this first floor there were also a music room, a large reference library and reading room, a strong room, microfilm room, typing and map rooms, rooms for the Chief and Deputy Librarians, and for the cataloguing and book purchasing departments, in addition to ample office accomodation.

There was a great deal to interest us in the Kuopio Library, but our next appointment, which was to take lunch as the guests of the City Council of Kuopio involved a further coach journey, and we had to leave. In the restaurant at the top of the Tower of Puijo, we not only enjoyed an excellent meal, but we had a perfect view of the surrounding countryside as the restaurant revolved. It was a wonderful experience, and our thanks to hosts was expressed on our behalf by Miss Berit Lund.

During the afternoon we visited the Orthodox Church Museum and the City Theatre.

The Orthodox Museum contained many unique treasures, and these illustrated to some extent the history and culture of the periods they represented. The contents of the museum included icons, books, eucharistic vessels, crosses and crucifixes, as well as many beautifully embroidered vestments and other liturgical textiles. There were so many beautiful and interesting items collected under one roof that our one regret was that time only allowed a fleeting glance at most of them.

The City Theatre, in contrast to the contents of the Church Museum was very modern. The comfortable auditorium which appeared to be slung from the roof, the spacious stage, and the adjacent workrooms - all were a delight to visit. It is a building of which the town can be justly proud.

Our tour continues towards Savonlinna, where on arrival the party divided, some to Hotel Tott, and other to the Casino Hotel. Later in the evening we gathered in the Casino Hotel where we were guests of the local booksellers and another enjoyable meals was served.

The next morning we visited Savonlinna Public Library where we were welcomed by Mrs. Marjatta Rajamo and members of her staff. This library stands on the top of a small hill, and

comprises a Lending Library, Reference Department, Music Room, Reading Room, Children's Library, office accomodation and workrooms. Built in 1964, it was much smaller than the library we had visited in Kuopio the previous day, but nevertheless it was most attractive and compact, and the whole atmosphere of the library was a friendly and very pleasant one. An individually designed woven mural formed an interesting and decorative addition to one wall of the lending library.

After leaving this library we visited Savonlinna Castle, which was reached by boat. We entered through the castle gateway into the main courtyard where a guide met us and told us the history of the castle as she later conducted us through passages and up the stone staircases of the towers. There was ample evidence of the work which has been done, and is still in progress to preserve this ancient fortress, and we will long remember our visit to it.

Once again it was time to eat, and we returned to the Casino Hotel for lunch as the guests of the City Council of Savonlinna, to whom Mr. Tore Nordström expressed our thanks at the conclusion of the meal.

Back to the coach once more we proceeded to Lahti where we were to stay at the Hotel Salpaus for the night. After an evening meal (once again as the guests of the local booksellers), some of the party decided to have a look at the town, while others gathered in various parts of the hotel happily relaxing in the company of their colleagues.

The Public Library of Lahti was only round the corner from the hotel, so there was no distance to walk when next morning we visited it and found Miss Rita Piispanen and members of her staff ready to welcome us.

Originally a department store, the building was converted into a library in 1967, and the architect responsible for the con-

version had been very succesful in giving the library a quite distinctive character. On the ground and first floors the lending library and reference library were housed. (Work with children was carried out in a separate building not far away, as was also the newsroom and information room).

The department which attracted most of the attention from the visiting librarians was the Music Library. Opened in 1969 it contained five record players, two tape recorders and forty pairs of earphones for listening to records. We were told by the librarian of the great use made of this department, while we enjoyed the refreshment which was provided for us during our visit. Some very attractive glove puppets, made by a member of the staff for use on the Children's Library, were also on exhibition.

On leaving the library, a short visit was paid to a trade exhibition named "Finnovation" held in an air-house erected on a square near the town centre, before going on to take lunch as the guests of the City Council in a very large hospital. Here our thanks was expressed by Mr. Roy D. Rates, and shortly afterwards we were on our way to Hyvinkää.

The library at Hyvinkää is a new building with a total area of 1400 square metres, and it cost only about two million Finnmarks to build. The Librarian, Miss Irja Roikonen, welcomed us, and provided us with refreshment after the journey. The lending library itself occupies the first floor, together with the Reference Library, while the ground floor is used for the reading room, the music room and the work rooms for the staff. After a visit to this bright and amply proportioned building a few librarians found time to visit the new church in the Town. This striking and unusual design for a chuch building, was nevertheless most attractive, and, set on rising ground not far from the library, it was well worth a visit.

We bade farewell to Hyvinkää after thanking the Librarian for our pleasant visit to the library, and continued our journey towards Helsinki. At his point in our jorney Mr. K. Harrison made small presentations of gifts to Miss Mirjam Nyberg and to Miss Marja-Leena Rautalin, who had been in charge of us all the way from Koli, and had been our guides, companions and friends on the tour. Not only had they looked after us very well, even to the extent of providing welcome refreshment on our journeys, but their presence with us had made the whole tour a truly happy one.

We also said goodbye to our driver of the coach, and a presentations was made to him on behalf of us all. Though few of us could converse with him in his own language, we did appreciate his careful driving, and his very pleasant manner at all times.

On arrival at Helsinki the coach party was split up into three hotels, but later we all met at a reception given in the British Council Library. It was an evening which we all enjoyed, and which passed all too quickly in the company of Mr. and Mrs. Seccombe and friends.

Next morning, we visited the Academic Bookshop in Helsinki. In this new building (opened in 1969) we were welcomed by the bookshop's Director, Professor Eino E. Suolahti. This huge building, the total area of which is approximately 11.000 square metres, was designed by the famous Finnis archtitect Alvar Aalto. Starting at the basement where there is ample provision for delivery vans and the parking of staff cars, we were conducted through the various departments and offices where the most up-to-date methods were in use, and where the work was being carried out with obvious efficiency. In this huge bookshop, there was excellent provision made for the needs of the reading public and for libraries, not only in the city itself but throughout Finland.

In the Finnish Bookshop which we also visited, the same standard of service to the public was evident, and we felt that those who had access to such bookshops were indeed fortunate.

A coach ride through Helsinki brought us to the Bookmobile Centre, where we had the opportunity to see two of the well equipped vehicles in use in Helsinki. A branch library in a residential area of the city was also visited. Again, the attractive design and layout and the attention to details was commented upon by the visiting librarians.

Our last visit was to the Töölö Branch, which is not yet completed. This library has an area of 2500 square metres and has three floors and a basement. Although we saw it without any shelving, books or furniture, it was a most attractive building, and we could well understand the eagerness with which the Librarian is looking forward to its completion in the near future.

Luncheon on this day was taken in the City Hall, as guests of the City Council. In this room where the luncheon was served, one could see through the window at one end a view of part of Helsinki reflected in the water of the harbour, which was most attractive. Welcomed by the concellor Mr. Gunnar Smeds our thanks to him and to the City Librarian Dr. Sven Hirn was made in a very delightful speech by Mrs. Else Granheim, at the conclusion of the meal.

The remainder of the afternoon was spent at a Reception given by the Ministry of Education at Kesäranta, Meilahti. Welcomed by the Deputy Minister of Education, in this lovely house by the lake, we were once again provided with refreshment which we greatly enjoyed. It fell to Mr. U. Dittmer to voice our thanks for the kindness shown to us, and to express our pleasure at being able to visit this lovely part of Helsinki.

The study tour was almost at an end, but there was one last meal together (will we ever forget those attractive Finnish meals) before returning to our own countries and libraries. This was held in a delightful restaurant in Helsinki where we gathered to enjoy a festive evening. With the friends who had shared our past days together on the tour, how could it fail to be happy, and to have the company of Miss Kannila in addition, made it a very special occasion. Towards the end of the evening, there was a Cabaret, and once this was over, we started to say our "Goodbye", as some were making an early start to catch planes on the following morning.

Each of us will have our own individual memories of the study tour, but there is no doubt that we will be unanimous in expressing our delight of Finland as a place, and in the kindness and generosity of our Finnish colleagues and friends, which made this Anglo-Scandinavian conference and Study Tour a never-to-be-forgotten one. To all who planned and helped in any way we would say, simply, but very sincerely -- "Kiitos".

This report was prepared by:

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